



TRAN KHANH LINH

BRAND & COMMUNICATION
INTERM

Sincere – Enthusiastic – Always willing to contribute is the motto that has guided me throughout the past 3 years of learning and practicing communication.

- **Short-term goal:** To build a solid foundational skillset, especially in project coordination and content strategy in the media – entertainment industry.
- **Long-term goal:** To become a Marketing - PR Executive within 1–3 years after graduation.



Experience

Arena Multimedia

Content Creator

05/2025 - 07/2025

- Creating clips for Facebook Reels, YouTube Shorts, and TikTok.
- Finished KPI with 5 clips per week.

MEOW Entertainment

Social Content Collaborator

04/2025

- Producing real-time video content for Miss Cosmo press conference, Erik & Duc Phuc's Megalive, and covering the latest updates in the entertainment industry on TikTok.
- Created over 10 video clips, attracting view counts ranging from 10,000 to 60,000 per clip.

Van Lang TV

Social Media Planner

10/2022 - 03/2024

- Managed and created content on Facebook and YouTube.
- Produced more than 20 posts consistent with the fanpage's content strategy, effectively delivering key information from the university to students.

Producer

- Contacted and took care of guests; managed finances, personnel, schedules, product quality, and props.
- Produced over 35 episodes of "Kickstart the Week" show, 2 viral clips, with the top 10 videos reaching over 5,000 views each.

Education

Van Lang University

Major: Public Relations
2022 - 2026

GPA: 3.4

Skills

Event organization



Time management



Basic design



Basic edit



Office IT skills



Writing



Personal Project

Ho Chi Minh International Film Festival

Volunteer of Communication Team

03/2024

- Created producing content for sponsorships: Lay's, CGV, Vie On, Thaco Auto,... and producing real-time content for activities in HIFF on Facebook.
- Produced over 15 posts and reach over 3000 reaches each.

NEON Graffury 2025 Music Festival

Communication Team

02/2025 - 04/2025

- Developed online communication plans; scheduled post timelines, created content direction, and briefed the design team; organized on-ground communication activities; set content requirements for student ambassador posts.
- Collaborated directly with committee heads and deputy heads to get activity proposals approved by the Faculty Executive Board and Organizing Committee.
- Produced over 60 media posts and organized 5 offline activities for the program, reaching 800,000+ people and generating 500,000+ views.

Certificate

VSTEP

B2

Portfolio

<https://trankhanhlinh81104.my.canva.site/new-portfolio>