



TRINH BAO TRAM

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OBJECTIVE

Short-term (6–12 months): Apply my experience in internal communication, content creation, and event coordination to support employee engagement activities and internal campaigns at Circle K Vietnam.

Long-term (2–3 years): Develop into a strategic Internal Communication Specialist, capable of planning and executing initiatives that strengthen corporate culture and employee connection across the organization.

PROJECTS

Communication Intern - Bao Nhen Trading and Service Company

Nov 2024 - Feb 2025

- Developed daily communication scripts and created content for the company's Fanpage and 2 TikTok channels (2–3 posts/day).
- Produced more than 62 video clips & content in a month for the company's TikTok channels.
- Operational Support new employees' onboarding, assisting them in adapting to the company culture and workflow within the first 2 weeks.
- Assisted in organizing internal engagement activities such as Year-End Party and team bonding events.

Content Manager - Marketing CI 2024 - SMC

May - Nov 2024

- Developed internal communication plans to introduce project details to club members and potential collaborators.
- Coordinated project operations, hosted briefing meetings, and prepared meeting minutes.
- Created recruitment posts, designed visual assets (poster, banner) for the campaign.
- Managed the candidate interview process and selected suitable profiles for project participation.
- More than 100 participants came from two clubs, including 31 selected for the competition deployment team.

Content Manager - The Spring Recruitment 2024 - SMC

Jun - Sep 2024

- Planned PR campaigns for recruiting collaborators, including data collection, target segmentation, and internal communication planning.
- Designed communication materials (poster, banner, standee, social content) for internal and fanpage publication.
- Co-hosted interview sessions for members and candidates, tracked progress, and reported directly to the Project Leader.
- Supported the recruitment process, contributing to the selection of 22 members and 11 qualified candidates from over 100 applicants.

Member of Communication Team - SMC

Dec 2023 - Sep 2024

- Designed internal communication materials for club activities, including posters, banners, and documents.
- Developed creative ideas for internal campaigns.
- Organizing 10 internal projects including: training sessions, activities for disseminating quarterly plans, cultural integration exchanges, volunteer projects, etc.

EDUCATION

UEH University

2021 - 2025

- **Major** : Marketing
- **Degree classification**: Distinction
- Active Member of Student Marketing Community (MarGroup)

CERTIFICATE

- TOEIC 500
- IC3 GS5

SKILLS

- Internal Communication Planning
- Event Coordination
- Social media
- Content Creation: Copywriting, Visual Design (Canva, Capcut)
- MS Office: Word, Excel, PowerPoint, Google Workspace
- Strong collaboration, detail-oriented, creative mindset