



# NGUYEN HUYNH BAO TRAN

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## SUMMARY

I'm a third-year student at RMIT University majoring in Professional Communication, with a strong interest in content creation and digital storytelling. I've worked on small events and PR projects that taught me how to write clearly and with purpose. I'm looking for a role where I can keep developing my skills, contribute creatively and bring thoughtful ideas to the table.

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## WORK EXPERIENCE

### Marketing Department, RMIT Esports Club

October 2021 - March 2022

- Managed project timelines, contributed creative ideas and executed relevant and relatable content.
- Gained first-hand experience managing content timelines and adapting messaging to different event formats and channels.
- Collaborated with cross-functional teams, enhancing club's Facebook page engagement rates by 20%.

### PR Mentor, SUGAR Vietnam Project - Road to Knowledge

July 2024 - Present

- Led project direction and mentored PR team, ensuring all communication carried the project's voice and purpose.
- Acted as the voice of the project across external platforms, building trust, engagement through thoughtful communication and enhanced project's Facebook page engagement rate by 254% after 3 months.
- Mentored and managed the PR team, overseeing task delegation, performance feedback and team development to maintain a strong and motivated unit.

### Event Coordinator, SUGAR Vietnam Project - Road to Knowledge

July 2024 - Present

- Planning and coordinating event logistics, ensuring smooth execution from preparation to post-event.
  - Supported live project's event management, problem solving in real time while maintaining a professional presence throughout.
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## EDUCATION

### Third-year in Professional Communication major

2021 - Present

RMIT University Vietnam

- Specialization in Public Relations, Digital Marketing and Advertising.
  - Gained practical experience through coursework and industry relevant projects involving social media, campaign design, and event communication.
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## ADDITIONAL INFORMATION

- **Technical Skills:** Project Management, Copywriting, Content planning, Social media Management, Team collaboration.
- **Digital Tools & Platforms:** Canva, CapCut, Figma (basic design support), Google Workspace (Docs, Sheets, Slides), Microsoft Office (Word, PowerPoint, Excel).
- **Languages:** Fluent in English and Vietnamese