



# NGUYEN THI HOAI AN

## Brand & Communication Specialist



06.02.2003



082 996 9676



hoaiantnhb1@gmail.com



Ho Chi Minh City



LinkedIn



Portfolio

## INTRODUCTION

I am Hoai An, a recent graduate in International Economic Relations from UEL, with hands-on experience in Employer Branding and Internal Communication at ACFC. I am passionate about people-focused communication and eager to further develop my skills and contribute meaningfully in dynamic and creative work environments.

## EDUCATION

### UNIVERSITY OF ECONOMICS AND LAW (UEL) 2021 - 2025

Major: International Economic Relations  
Rank: Good  
TOEIC 800

## JOB-RELATED SKILLS

- Stakeholder Management
- Event Management
- Content Creation
- Graphic design (Photoshop, Illustrator, Capcut)
- Video Production

## SOFT SKILLS

- Communication
- Teamwork
- Problem-solving
- Microsoft Office (Word, Excel)
- Digital Marketing - Hubspot Academy
- Social Media - Hubspot Academy

## EXPERIENCES

### EMPLOYER BRANDING & INTERNAL COMMUNICATION COLLABORATOR | ACFC & VFBS

01/2025 - Current

- Developed engaging recruitment content in various formats (text, images, videos) for Facebook and LinkedIn of ACFC & VFBS, increasing page engagement by **over 3,000 likes and sourcing more than 6,000 CVs**.
- Created TikTok videos for ACFC & VFBS, including a viral video that **reached over 150,000 views**
- Supported internal event planning and on-site execution at universities, **engaging directly with 2,000+ students** through job fairs and workshops.
- **Contacted and built partnerships with universities** to support job fair participation, workshop hosting, and long-term campus branding strategies.
- **Designed recruitment POSM materials** for brands (Popeyes, Domino's Pizza, and Burger King), including recruitment photoshoots and campaign visuals, successfully reaching and attracting candidates across all stores nationwide.
- **Maintained content assets and contributed creative ideas** to internal engagement initiatives, including visuals and key messages.

### SOCIAL MEDIA INTERN | LALIGA BRAND - VIETNAM INTERNATIONAL INSTITUTE OF SPORT

07/2024 - 10/2024

- Developed branded content strategies aligned with LALIGA's global guidelines, **increasing audience engagement by 40%**.
- Created multimedia content (text, image, video) tailored for social platforms
- Worked cross-functionally with design and comms teams to **ensure brand consistency and timely campaign delivery**.
- Contributed to planning and executing promotional campaigns, resulting in **a 25% increase in business transactions**.

### MARKETING TEAM MEMBER | SKILL CLUB UEL # TOP 1 CLUB IN UEL

11/2021 - 04/2024

- Serve as Marketing's team lead for the MT Kickstart Program competition **attracted over 200 candidates**.
- Co-led the planning and execution of multiple on-campus events and growth campaigns **engaged more 8000 students in VNU Campus**.
- Designed visual content using Photoshop & Canva for Facebook page, increasing post reached by 5,000+.

## EXTRACURRICULAR ACTIVITIES

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### **Founder – Trai Tim Yeu Thuong Charity**

Founded and led a community-based charity group focusing on direct aid and social impact:

- Organized food distribution programs to support homeless individuals and low-income families in Ho Chi Minh City.
- Led fundraising initiatives, including donation drives and gift campaigns, by creating promotional content and mobilizing supporters through online and offline platforms.
- Managed a team of volunteers, and ensured smooth execution of each charity event.

### **Volunteer – Mua He Xanh & Green in Blue Campaigns**

Joined university-led social campaigns aimed at educational and environmental outreach:

- Designed interactive teaching materials and delivered lessons to children in remote areas, focusing on life skills, environment, and personal development.
- Took part in awareness campaigns and fundraising activities to provide school supplies, scholarships, and basic needs to underprivileged students.
- Collaborated with local authorities and student teams to ensure meaningful impact and community engagement.