

PHƯƠNG NGUYỄN

PEOPLE & CULTURE SPECIALIST



(+84) 090 245 0781



uyenphuong.nguyenn9897@gmail.com



Uyên Phương Nguyễn



Portfolio

Summary

Passionate Specialist with 4+ years of experience in Employee Engagement, HR practice, internal communication, and building workplace culture through cross-functional collaboration. Skilled in project management, budgeting, and resource planning, I thrive on creating meaningful engagement initiatives that support employees and organizations in growing together sustainably.

Experience

NCSOFT VIETNAM VISUAL STUDIO (August 2023 - now)

PR & General Affairs Specialist

- **Communication & Employee Engagement:** Handle from planning to execution, work directly with stakeholders from internal team - Directors, Team leaders, Employees and external - event vendors, supplement vendors
 - Project Management & Planner of internal communication: announcement, intranet & newsletter
 - Project Management & Planner of company events: YEP, Happy Hour and seasonal events
 - Project Management of embodied culture to employees
 - Employee Engagement Initiative

Result: Ensure smooth communication & well-being of employees along with directions.

- **HR Strategy & Employer Branding:** Work closely with cross-functional stakeholders: employees, hiring vendors, universities, industry KOLs
 - Project Management of Employee life-cycle from on-boarding to off-boarding
 - Coordinate Union activities from paperwork to accountant work.
 - Promote EVP and culture online and offline
 - Maintain content about employee life at NCVVS on Facebook
 - Other HR & communication tasks as required

Result: Promote EVP and company's value to attract targeted talents.

- **GA & Purchasing:**
 - Coordinate with stakeholders: landlord, supplement vendor, etc
 - Review contracts
 - Maintain and purchase monthly office supplement:
 - Stationery
 - IT & Art Software

Result: Maintain office's smooth workflow & employee's well-being.

KYANON DIGITAL (September 2022 - April 2023)

People & Culture Specialist

- **Internal Communication:** Main incharge of Internal Communication channels/projects and work closely with cross-functional key people: CEO, Department leaders & team leaders.
 - Project Management & Planner of Internal communication channels - events: company outings, Town Hall Meetings, seasonal events such as Women's Day, Mid-Autumn, Christmas, etc
 - Collaborate with MKT for external content on social media

Result: Ensure smooth communication & well-being of employees along with directions.

- **Employee Engagement & Culture Development:**
 - Project Management of Employee's life-cycle: on-boarding, off-boarding, retention
 - Resolve employees' conflicts in teams
 - Build and conduct the company's value handbook

Result: Coordinate employee's journey and promote company's value.

- **Employee Performance & Recognition:** Work closely with C&B and L&D team
 - Build rewards & regulations mechanisms based on performance
 - Build career path and training path for employees based on position & team

Result: Ensure the growth path of employees.

Experience

OFFICIENCE (March 2020 - August 2022)

Community Engager

- **Internal Communication:**
 - Plan and follow internal projects to enhance employee engagement: Mid-Autumn, 20/11, Women's day, Offy Talk, company gathering, etc
 - Maintain and update internal information on the intranet: create, edit content, and design layout on Canva: bi-weekly newsletter, announcement, events
 - Work closely with BOD to understand and communicate their vision to employees
- **Training & Development:**
 - Plan and execute onboarding programs
 - Plan for career development program for employees
- **Employer Branding & External Relations:**
 - Deliver employer branding materials: social posts about internal activities, handbook for employees, employer branding video clips, etc
 - Maintain relationship with Officience's partners (in France & Vietnam)
 - Perform guest customer service for co-working space of Officience
 - Create content in-app and promotion posts (including design) for Officience's product

Zalo (March 2019 | 5 months)

Communication Collaborator

- Projects: Fresher of Zalo, Zalo AI Challenge - follow projects from planning to execution
- Internal communication: On-boarding material, Happy hour, Vietnamese Women's day, Referral program, Company tour
- Maintained content on variety of platforms: Zalo Careers (Facebook), Instagram, Website, internal account, private group
- Worked closely with design team to deliver material: KV, GIF, video, wobbler, leaflet
- Worked with external team to deliver insight for employees' events

T&A Ogilvy (January 2019 | 6 months)

Content/Account Coordinator

- Clients: Vietnam Airlines, Imperial Blue (Pernod Ricard), Red Bull Vietnam, British University Vietnam, Artistry
- Conducted PR and content directions
- Monitored fan-page (analysed, generated reports) - conducted content plan
- Delivered competitor reviews and consumer research

VUS English Center (2017 -2019)

Teacher's assistant

- Collaborated with teachers to manage classrooms of 10-20 students
- Tutored on students who need help
- Reported to parents on student's performance

Education

COLUMBIA SOUTHERN UNIVERSITY

MBA in Human Resource Management

Stream: Human Resource Management

School year: 2022 - 2024 (2 years)

RMIT UNIVERSITY

Bachelor of Professional Communication

Stream: Advertising

School year: 2016 - 2019 (3 years)

Language

Vietnamese - Native

Korean - Intermediate

English - Full Professional

Sign language - Beginner