

Thiên Trang

Brand & Communication Specialist



Work Experience



Digital Content Freelancer

Yan Digital - an online media channel that updates news and general entertainment for young people.

November 2024 - July 2025 (9 months)

- Write scripts and edit clips for media channels on TikTok including
 - TikTok YAN 45s, YAN NEWS, YAN Entertainment
 - TikTok Sâu Drama, Sâu Trending, Sâu Biz
- Participate in filming, taking photos, and supporting updates for media partner events



Fresher Social Media

Great Entertainment - Entertainment Company - Media - Artist Management

March 2024 to September 2024 (6 months)

- Manage and create content (design, content, video) on social channels of the company and its artists including
 - Fanpage, Tiktok, Youtube Rise Of The Underdogs
 - Fanpage, Tiktok, Youtube Captain Boy
 - Tiktok Great Entertainment
- Follow, take care of artists at shows
- Coordinate, receive briefs from Manager to prepare for future products and live shows of artists



Content Creator (Internship)

Loli & The Wolf, brand expert in scents for intimate moments of couples

June 2023 to October 2023 (4 months)

- Develop ideas and content for social posts on Fanpage
- Work with Brand Manager to plan communications for specific campaigns

Contact Info



28/10/2003



Girl



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facebook.com/cheonjang22



Phu Nhuan District, HCM City



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Portfolio



PORTFOLIO
LINK

Skills

- Experience working with artists and the entertainment industry
- Listening, communicating effectively
- Proficient in MS Office, Canva, Capcut, Photoshop
- Ability to work in a high-pressure environment
- Quick thinking, understanding of social media

Work Experience



Social Content (Collaborator)

Những Thành Phố Mơ Màng, indie and underground music event series

February 2023 to June 2023 (4 months)

- Creating - editing - producing content (shooting stories, writing content, PR articles) on Social channels (fanpage, tiktok, instagram)
- Working with Manager to plan communication for music shows



Copywriter (Collaborator)

Aviral Digital Agency, Unit providing effective total marketing solutions for SMEs

September 2022 to February 2023 (6 months)

- Write articles according to available briefs
- Famous brands in fashion, beauty and interior design such as: Sheaghana, NauNau, O'mani, JangMi, Dr.YH, SMJA

Education



University of Finance - Marketing

Major: Marketing Communications

2021 - 2025

- GPA: 3.58/4.0
- Graduated with honors



Quoc Hoc Hue High School for the Gifted Literature Major

Graduated in 2021

Extracurricular activities



MCC - Multimedia Communication Club

Vice President | 12/2022 - 1/2025

Copywrite Board Member | 10/2021 - 12/2022

- Manage and coordinate club activities
- Come up with ideas, grasp the overall implementation process of programs during the year
- In charge of articles on all online media channels

Achievement

Top 10 Marketing Intellympics 2024

Position in the team: Member

- Presentation, debate before the jury
- Coordinate with team members to complete the IMC Plan

Top 30 Marketing Catcher 2023

Position in the team: Member

- Market research, competitor overview analysis
- Generate Insight and Big Idea
- Build Key Hook for IMC Plan

Top 200 Marketing Arena 2023

Top 200 Marketing Arena 2022

Position in the team: Leader

- Have a great knowledge of Marketing and branding
- Manage and assign tasks to members
- Build big ideas from effective insights

REC Interlock 2021 Champion

Position in the team: Public Relations (PR)

- Research, build big ideas from insights
- Write media articles for events
- Solve case studies

Certificate

- TOEIC Certificate
- MOS Certificate
- + WORD 943/1000
- + EXCEL 953/1000
- COLORME Photoshop Certification