

# TRAN TRUONG QUYNH NHU

## BRAND & COMMUNICATION STAFF

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 [linkedin](#)

 [portfolio](#)



Dear Recruitment Team at Circle K,

My name is Tran Truong Quynh Nhu, a Journalism graduate from the University of Social Sciences and Humanities – Vietnam National University, Ho Chi Minh City. I am writing to express my interest in the Brand & Communication Staff position at Circle K.

With a background in journalism and communications, I have gained hands-on experience in content creation, employer branding, internal communications, social media management, editorial work, and event support. I am particularly inspired by Circle K's position as a dynamic retail brand that connects closely with young people and brings convenience to everyday life. I believe my creativity, adaptability, and storytelling skills will allow me to contribute effectively to Circle K's branding and communication efforts.

Key highlights of my experience:

### ✦ Employer Branding & Internal Communication

- EBIC | bTaskee: Planned and executed internal communication and employer branding campaigns; developed content for LinkedIn and intranet; optimized messaging to align with corporate culture.

### ✦ Multi-platform Content Creation & Management

- Social Media Executive | Appysis: Planned, created, and designed engaging content; managed community interactions.
- Intern | Ho Chi Minh City Television (HTV): Produced the program "City Traffic Safety" (HTV1) and 12 videos for the Production Center's YouTube channel.

### ✦ Journalism & Editorial Experience

- Freelance Journalist | Hoa Hoc Tro, Sai Gon Tiep Thi, Sinh Vien Viet Nam (Tien Phong Newspaper): Published 13 articles covering lifestyle, education, youth, and social trends.
- Editor | SBOOKS: Managed, reviewed, and edited over 10 book titles prior to publication, ensuring content quality and alignment with reader preferences.

### ✦ Event Communication & Community Engagement

- PR Volunteer | Breast Cancer Network Vietnam (BCNV): Wrote press releases, managed communication before-during-after key events such as "Pink Hat Day" and BCNV's 10th Anniversary; handled Fanpage operations and on-site event support.

### Skills & Tools:

- Versatile writing and editing: internal newsletters, press releases, interviews.
- Proficient in Word, Excel, Google Docs; skilled in Canva, CapCut, Premiere Pro.

With strong writing skills, creativity, and a passion for brand communication, I am confident that I can contribute to strengthening Circle K's image as a youthful, modern, and customer-oriented brand.

Please find attached my CV and portfolio for your review. I sincerely look forward to the opportunity to discuss how I can contribute to the Brand & Communication team at Circle K.

Best regards,

Tran Truong Quynh Nhu

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## EDUCATION

<b>Bachelor's Degree in Journalism</b>	2020-2024
University of Social Sciences and Humanities, VNU-HCM	
<b>Specialized in Literature</b>	2017-2020
Nguyen Thien Thanh High school for the gifted	

## EXPERIENCES

<b>Employer Branding &amp; Internal Communication Executive   bTaskee</b>	06/2025 - 08/2025
<ul style="list-style-type: none"><li>Executed internal communication and employer branding campaigns (bWell, Mid-Autumn Festival, Team Building).</li><li>Produced content for LinkedIn, fanpage, and intranet to amplify company culture and attract potential talents.</li><li>Supported event communication and talent show programs to enhance employee engagement.</li></ul>	
<b>Brand Content Creator   Quang Minh Mosaic</b> 	<b>[Freelance-Remote] 05/2025 - Present</b>
<ul style="list-style-type: none"><li>Developed content plan and created posts for Facebook, focusing on storytelling and cultural craftsmanship.</li><li>Established a consistent brand voice aligned with traditional handmade values.</li><li>Increased brand awareness via engaging narratives about pottery making and artisan stories.</li></ul>	
<b>Social Media   Appysis - Your Mentor</b> 	<b>[Freelance-Remote] 04/2025 - Present</b>
<ul style="list-style-type: none"><li>Produced an average of 35 posts/month, nearly 28% of total content (team of 6 writers).</li><li>Wrote flexible topics: scholarships, inspiring people, career opportunities, etc.</li><li>Designed visuals to boost engagement.</li><li>Admin of Facebook group “Lùm - Scholarship Quốc Tế Ngắn Hạn Cùng Appysis”.</li></ul>	
<b>Editor   SBOOKS JSC</b>	09/2024 - 01/2025
<ul style="list-style-type: none"><li>Edited and proofread over 10 books (8 published).</li><li>Researched trends in domestic and international publishing.</li></ul>	
<b>Intern   Ho Chi Minh City Television</b>	10/2023 - 01/2024
<ul style="list-style-type: none"><li>Created content for the program “An toàn giao thông thành phố” (HTV1).</li><li>Assisted in TV productions: Cúp truyền hình - Chào xuân 2024, HTV Chào xuân and more.</li><li>Filmed and edited 12 videos for the YouTube channel of the Program Production Center.</li></ul>	
<b>Collaborator   Sinh Viên Việt Nam Newspaper, Sài Gòn Tiếp Thị Newspaper</b>	Freelance
<ul style="list-style-type: none"><li>Published 13 articles.</li><li>Pitched ideas, conducted interviews, and submitted final articles.</li></ul>	

## ACTIVITIES

<b>Volunteer   Breast Cancer Network Vietnam (BCNV)</b>
<ul style="list-style-type: none"><li>PR team member: Supported the development and execution of communication content for community campaigns, including writing PR articles and managing communications before and after events. Prepared press releases, edited content and coordinated with media outlets to spread breast cancer awareness messages.</li><li>Assisted with stage setup for BCNV’s 10th Anniversary Event. Managed the Fanpage and participated in promotional activities for the event.</li></ul>

## SKILLS

- Interviewing, journalism, scriptwriting, editing.
- Google Workspace, Canva, CapCut, Premiere Pro.
- Creativity, responsibility, problem-solving.

## CERTIFICATE

- English Level B1.
- Certificate in Basic Informatics Applications.