



PHUONG LE

BRAND & COMMUNICATION INTERN

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SUMMARY

Energetic third-year Marketing undergraduate with a solid foundation in content strategy, storytelling, and digital execution. With one year of experience in agency and event-based projects, I bring adaptability, initiative, and a keen eye for audience engagement.

WORK EXPERIENCE

Creative Content || MM Creative Lab (Remote)

Aug 2024 - Present

- Conducting industry research, analyzing trends, and gathering insights to inform content strategies and creative campaigns.
 - Crafting compelling proposals and pitch decks tailored to client needs.
 - Developing engaging content for social media, websites, and digital campaigns, blending storytelling with data-driven insights.
 - Overseeing creative projects from concept to execution, ensuring efficiency, quality, and alignment with project objectives.
- Clients: TIMvest, Ariston, Morlife, AloBacsi,..

Content Marketing Intern || NTP Media (On-site)

Jul 2024 - Sep 2024

- Crafting articles, social media content, and marketing scripts to engage audiences and enhance brand storytelling.
 - Conducting keyword research, optimizing content for search engines, and improving organic reach.
 - Assisting in filming, editing, and producing shorts video content for social media.
- Clients: Totoro House, Cuisine S, ELVA, Lynn Academy,..

EDUCATION

University of Economics and Law (UEL)

Sep 2022 - Present

Bachelor's Degree in Marketing

- GPA: 3.3
- Activities: Content Creator – UEL360 Communications Club

EXTRACURRICULAR ACTIVITIES

Social Media Collaborator || HCMC International Film Festival

Feb 2024 - Apr 2024

- Coordinated and executed the social media strategy for the city's first-ever international film festival, attracting over 250,000 attendees and featuring 100+ films from 29 countries.

University Representative Assistant || ISC Education

Jan 2024 - Mar 2024

- Supported the organization of a large-scale scholarship fair with 2,500+ student participants and 100+ international university partners.

AWARDS

- 2nd runner-up Heading for the Future || Digital Marketing category, AIESEC Vietnam
 - TOP 20 - Digital Creatory 2024 || Marketing UEL Club
- Proposed IMC plan including market analysis, customer persona, insight, execution plan and KPIs,.. for Acer, Chill Cocktail, Highlands Coffee,..

SKILLS

Content Creation	Presentation & Deck Design	AI tools
Project Management	Microsoft Office Proficiency	Campaign Support

ADDITIONAL INFORMATION

- **Languages:** English - 340/400 TOEIC Speaking & Writing (Intermediate Communication)
- **Courses:** Marketing Foundation (Tomorrow Marketers), Creative FundamentalsCreative Fundamentals (No More Lies Marketing Academy), AI Automation,..