



## About Me

I'm currently a Professional Communication student who is interested in updating the latest social media trends and bringing creative storytelling into content creation. With a solid foundation in advertising, strategic thinking, and writing, I enjoy crafting high-quality, engaging content that aims to boost campaign performance. I'm motivated to take on an executive role after my internship through continuous self-improvement and professional growth.

## Personal Details

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Phu Nhuan District, HCMC

## Education

RMIT University Vietnam

Bachelor of Communication  
(Professional Communication)

October 2021 - April 2025

## Languages

Vietnamese, English

## Portfolio

[Click here to view relevant courseworks](#)

## Skills

**Writing:** Generate content for PR articles, social media posts, and short video scripts.

**Analytics:** Use social listening tools BuzzSumo and Fanpage Karma, and qualitative software NVivo for data collection and analysis.

**Visual Design:** Basic proficiency in Canva, Adobe InDesign and CapCut.

**Office Suites:** Outlook, Word, Google Docs/Slides/Sheets.

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## Relevant Coursework

### Professional Communication Studio | March - April 2025

**Project:** Execution Plan for Elis Vietnam

**Client:** Vero Vietnam Agency

**Role:** Researcher & Content

**Key responsibilities:**

- Identified relevant insights through market analysis and target audience identification (aged 16-24).
- Established a clear strategic direction and consumer journey.
- Developed a storytelling-driven campaign framework for a 9-month execution plan and
- Conducted always-on content planning and created mock-up social posts for Facebook and TikTok.

**Outcome:** Pitched the plan to the client, synthesised their feedback, and made timely revisions to craft effective strategies.

### Interdisciplinary Communication Project | March - May 2024

**Project:** Interdisciplinary Communication Project

**Client:** RMIT Career Mentoring

**Role:** Strategic Planner

**Key responsibilities:**

- Conducted in-depth market and consumer analysis, and target audience identification (aged 16-24).
- Defined a strategic approach based on key insights.
- Established campaign and social framework for a 3-month execution plan.
- Wrote the script for a short viral clip as the campaign teaser.

**Outcome:** Presented the proposal to the client and received well-recognition for logical and proper campaign strategies.

### Vietnamese for Professional Communication | July - September 2023

**Brand:** Viettel Money

**Role:** Content Writer

**Key responsibilities:**

- Generated 3 brand slogans, press release, and 3 promotional materials, including advertorial article, social media post, and advertising poster.
- Generated script ideas for a short brand-promotion film and a product-promotion iTVC.
- Wrote scripts for a short film and an iTVC.

**Outcome:** Enhanced content ideation and presentation.

**Communication:** Experienced in team collaboration with good active listening and interpersonal abilities.

**Time Management:** Handle allocated tasks and maintain a logical workflow to meet deadlines.

**Attention to Detail:** Ensure all content material fulfill requirements and are thoroughly modified.

**Adaptability:** Open to learning new skills and improving to thrive in a professional working environment.