



Vo Huu Dat

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Brand & Communication Specialist

Summary

Highly motivated and dedicated Junior Marketer with a strong passion for **Creation and Marketing Communication**, seeking a challenging role in a dynamic environment. Proven experience in **project management and content creation** support to project owner, as demonstrated by my past role.

Experience

CALIFORNIA FITNESS & YOGA

Marketing Communication Executive

1/2025 - Present

1.Communications:

- Develop and execute communication strategies (Facebook, TikTok, Instagram, Youtube) reflecting brand identity, brand narratives aligning with target audiences and business goals.
- Crafting clear, concise, and grammatically correct copy-related materials, including the tagline, press release, PR articles, campaign message, video scripts, banner copies, social media content.
- Develop social and influencer content frameworks for campaigns.
- Collaborate closely with designers, videographers, and creative agencies in various projects, ensuring all content is on-brand, culturally relevant, and of high production quality.
- Coordinate with talent & influencers to co-create contents and manage influencers' outcome.

=> Project: PT Branding, Khỏe Để Tự Do, New Club PR. => Conversion rate: from 10% to 13% in one quarter.

2.Partnership & Project Management:

- Assist in preparing and delivering campaign briefs, materials, and communication to partners
- Monitor content delivery timelines, link tracking to align on campaign execution. .

=> Project: Cali x Shopee Fitness Livestream.

BOSCH GLOBAL SOFTWARE TECHNOLOGIES VIETNAM

Corporate Communication Intern

08/2024-1/2025

1.Communications:

- Write, design and edit PR content (press releases, advertorials, social media posts, blog articles, etc.) for both local and international communication campaigns.
- Develop and execute social media strategies (creative concepts, storytelling approaches, engaging & informative content) => increase brand awareness and drive traffic to the owned channel.
- Work with external partners: Corporate Social Responsibility, Government Relations,...

Gain: 140.000+ impressions (Facebook), 384.000+ impressions (LinkedIn). 1000+ Follower (Tiktok) within 3 months

2.Project management (Corporate Events):

- Project Coordination: Assist in coordinating and facilitating the execution of projects. Provide essential administrative assistance in organizing project-related documentation, meetings, and communications.
- Cross-functional Collaboration: Work closely with Project Lead and collaborate with cross-functional teams to ensure seamless communication and coordination throughout project lifecycles.
- Handling operation & logistic (gift deliver, hotline, POSM, pack design...) for projects.

Highlight projects: Fit For Future 2024, The Arising Horizon

FREELANCER

Content Creator on TikTok

02/2024 - Present

Build a Personal account: [@makeyourday001](#)

Achieved more than **6,800** followers and more than total **450,000** likes.

Education & Certifications

Bachelor's degree, Marketing at University of Economics of HCM city (UEH)

2021-2024

GPA: 3.65/4.0 (High Distinction)

Toeic (750)

2023

IC3: The Internet and Computing Core Certificate

2023

Expertise & Strength

Office skills (Microsoft Office), Photo design (Ai, Ps, Canva), Video retouch (Capcut), Content/Copy writing, Data analysis

Planning, Presentation, Communication, Proactivity, Attention to detail, Project management, Leadership, Collaboration