



HUONG LE (HELENA)

My journey into the realm of communication began with a foundation in creative writing, fueled by imagination and innovation. This has led me to explore diverse facets of communication, from visual storytelling and event management to employer branding and corporate social responsibility, all through a strategic business lens.

EXPERIENCE

PERSONAL INFORMATION



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SKILLS

Strategic Communication

Graphic Design (Canva/Ai)

Event Management

Social Media Management

Creative Thinking



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COMMUNICATION EXECUTIVE (FULL-TIME)

ATHENA | 2022 - NOW

1. Internal Communication

- Task: Managed and executed the internal communication content plan to align with company strategy.
 - Achievements: Successfully increased employee engagement on internal communication platforms, achieving a **95% weekly active user rate**.
 - Created impactful monthly newsletters and managed the employee recognition application, fostering a positive work environment.
 - Monitored communication channel performance and presented results through analytical reports and employee surveys.

2. External Communication Growth:

- Task: Developed and implemented external communication strategies to enhance employer branding and attract top talent.
 - Achievements: Increased external communication reach by **200% year-over-year (2022-2023)** through effective content strategies, resulting in a **2,000+ increase in organic social media likes**.
 - Successfully coordinated with IT communities, organizations, and universities to generate **600+ student data** for the UIT Job Fair event.

3. Company Events

- Consistently organized at least **one successful event** or engagement activity per month, contributing to employee morale and company objectives.
- Collaborated with the Athena Foundation on CSR events, effectively managing budgets ranging from 100M to 400M+ VND to support impactful donation activities.

EDUCATION

University of Social Sciences and Humanities
(Vietnam National University Ho Chi Minh City)

- Bachelor of Arts: Oriental Studies Faculty
- Status: Good

CERTIFICATES

Professional Communications Certificate

Issued by University of Social Sciences and Humanities (Very Good)

Inside LVMH Certificate (Creation & Branding, Retail & Customer Success)

By LVMH - Jun 2024

Employer Branding Planning

By Talent Brand - Jun 2023

Google Analytics 4 Certificate

By Google Digital Academy - May 2023

Certified Marketer Level 1

General Assembly - Jun 2021

Junior Creative by ABC OF CREATIVITY (by Huynh Vinh Son a.k.a Soi An Chay - Creative Director)

TOOLS

Design: Adobe (Photoshop, Premiere, Illustrator), Figma, Canva, Capcut

Digital: Ahrefs, SimilarWeb, Socialblade, Google Analytics, Fanpage Karma, Mail Chimp, Digital Painting (Wacom)

REFERENCE

Ms. Nguyen Thi Van Anh

KMS Technology

Mail: vananh.nguyen.nov@gmail.com

SMS: 0905306260

Former Senior Communication Executive

Ms. Tuyet Le

Sociolla

SMS: 0933065302

Former Marketing Manager

SOCIAL MEDIA FREELANCE

Sociolla | 2022

- Brainstorm visual and copy ideas with the creative team & marketing team (>40 social posts/ advertising post per month)
- Create copies that connect with the target audience and drive action.
- Handle the brief, creating copy, and scheduling on social media platforms (FB, IG, IG story,...) daily, weekly, and monthly.
- **Achievements:** Contribute to **1500 organic followers** per month on the Facebook platform, **3000 reach per post**.

CORPORATE COMMUNICATION INTER (DIGITAL)

KMS Technology | 2021-2022

- Brainstorm ideas for communications campaigns and branding series related to internal communications, public relation, KMS Gives and employer branding.
- Follow the above concepts & key messages, compose branded content on different platforms such as email, Facebook, LinkedIn, and the Press.
- Collaborate with Design, Event and other related teams to deliver a complete artwork.
- **Contribution:** One Day Hiring post **achieved 80% of the KPI in the final 5 days, increased reach by 10,000**, 30% higher engagement rate compared to traditional posts. Fresher tips album **got over 100 shares and saves**, and more than 2,000 organic reach.

PUBLIC RELATION INTERN

DAFC | 2021

- Write press releases article for campaigns of luxury brands such as **Cartier, MCM, Burberry, TUMI, Oscar de la Renta, Christian Louboutin**,...
- Write social media content for posts in conjunction with KOLs
- Translate training materials/ press releases of brands from English to Vietnamese and vice versa
- Collaborate with PR Supervisor to plan content for DAFC's LinkedIn, assist in finding suitable KOLs for the campaign
- Analyze competitor communication strategies, synthesize prominent brand information into reports