



PHAM THI THUY DUONG

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[Linkedin](#) | [Portfolio](#)

ABOUT ME

Internal communication & employer branding professional with a strong interest in marketing. I'm looking to transition into brand management by leveraging my experience in campaign planning, cross-functional coordination, and content creation. Proactive, fast learner, and passionate about building meaningful brand experiences.

WORK EXPERIENCE



APOLLO ENGLISH

*A premium ELT leader in Vietnam with 30 years of experience
4,000+ employees / 56+ nationalities*

Senior Corporate Communications Executive (Jun 2024 - Jun 2025)

- Planned and executed internal communication and employer branding campaigns in close coordination with senior managers – tailored to diverse employee segments and strategic positioning as a Great Place to Work.
- Developed branded storytelling content (video, visual, written) with 4 freelancers and 1 production house, ensuring message alignment and brand tone across platforms.
- Conducted ENPS surveys and partnered with recruitment (local & international) to understand audience insights and shape communication strategies.
- Managed LinkedIn and recruitment fanpages, increasing LinkedIn followers from 9K → 15K, and achieving Top 1 engagement rate in Vietnam's education sector.
- Maintained content quality and consistency across LinkedIn, Glassdoor, email, intranet, and internal app (My Apollo).
- Crafted leadership messages, internal emails, and newsletters in English and Vietnamese – aligned with brand tone and editorial standards.
- Supported CSR campaigns in partnership with BritCham, KOTO, Because for Hope – enhancing community visibility and external reputation.
- Responded promptly and professionally to candidate and employee queries, reinforcing brand credibility and employee trust.

Skill: Internal Communications · Employer Branding · Strategic Storytelling · Stakeholder Management · Project Execution · Canva, CapCut & Insider (Email Marketing)

Corporate Communications Executive (Nov 2023 - Jun 2024)

- Transitioned from talent acquisition to full-time comms role; led employer branding campaigns, internal communications & engagement.
- Supported digital communication across LinkedIn & Facebook; collaborated cross-functionally with regional marketing & creative team & talent acquisition team

Talent Acquisition Executive - cum Employer Branding (April 2023 - Nov 2023)



BA NA HILLS GOLF CLUB

*A leading name in Asia's premium golf industry, consistently awarded for excellence
500+ employees*

Human Resource Executive (Jun 2022 - Mar 2023)

1. Recruitment: Managed full-cycle recruitment and rebuilt JD system, candidate database, and sourcing channels

2. Employer Branding & Engagement:

- Built and managed recruitment fanpage, boosting employer visibility with 2,000+ followers and strong organic engagement
- Organize and participate in company and Sun Group activities such as: employee appreciation week, football, teambuilding, year end party

3. C&B: Handled timekeeping, uniform management, casual payroll, and SunCare insurance claims



IZIENGLISH COMMUNITY

A 10+ year non-profit helping Vietnamese speak English easier – funnier – better

Recruitment & Marketing (April 2020– Jan 2022)

- Led member recruitment across Southern branches; founded and built internal HR team
- Managed visuals and content on social platforms, ensuring tone alignment
- Organized weekly English events (20–40 guests): team roles, MC, games, DJ, logistics
- Designed small-scale projects to boost community interaction and peer-to-peer learning

EDUCATION

Open University | Bachelor of Human Resources Management

- Degree: Very Good
- Prize for Student of 5 merits 2022
- First Prize in Book Summary Contest 2021
- Consolation prize for video design competition 2020

SKILLS & TOOLS

- Internal Communication
- Employer Branding
- Event Planning & Engagement
- Content Strategy & Social Media Management
- Stakeholder & Agency Coordination
- Canva, CapCut, Insider (Email Marketing)
- Meta Business Manager
- Project Management: Trello, Asana

CERTIFICATE & AWARD

Employer Branding Certificate, Talent Brand
Top 30 VNHR GenZ Leader Program 2021

Marketing Foundation Certificate, Tomorrow Marketer
Top 40 HR Expert competition of FTU University 2020

REFERENCES

(Available upon request)