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WORK EXPERIENCE

INTERNAL COMMUNICATIONS EXECUTIVE - CMC TECHNOLOGY & SOLUTION

10/2023 - 08/2024

1. Quarterly Internal Communications Planning

- Developed comprehensive communication plans and proposed timelines for internal activities, ensuring seamless execution.
- Spearheaded employee engagement initiatives, such as workshops, competitions, charity projects, fostering team bonding, boosting morale.

2. Content Creation & Internal Activity Execution

- Event organization: Orchestrated events, including Happy Hour, Christmas, YEP, and International Women's Day, achieving a 15% increase in participant numbers through meticulous budget planning, concept proposals, communication strategies, approvals, and real-time monitoring.
- Social media management: Designed and implemented a regular posting schedule (1 post/day) with engaging content, including announcements, event recaps, information across platforms like MS Teams, SharePoint, Facebook, and Email.
- Collaborated cross-functionally with business teams to gather and present relevant information for impactful media materials.

3. Internal Communications Optimization

- Managed and optimized internal communication channels to enhance engagement and clarity.
- Collected employee feedback and tracked engagement metrics, resulting in a 15% increase in response rate and actionable insights to refine strategies. Adjusted communication plans based on evaluation results and employee input, ensuring alignment with organizational goals.
- Consistently reported on the performance of internal activities to drive continuous improvement.

EMPLOYER BRANDING INTERNSHIP - LARION

11/2022 - 05/2023

1. Planning and Execution of Employer Branding Activities

- Proposed and executed communication plans on a weekly and daily basis to align with employer branding goals.
- Organized and managed internal events such as birthday parties and special occasions, fostering a positive work environment and strengthening team cohesion.
- Coordinated logistics for events and campaigns, including gift preparation, distribution, and photography to reinforce the organization's culture and values.

2. Content Creation and Social Media Management

- Designed and produced visually appealing recruitment materials and event visuals to enhance employer branding efforts.
- Created and posted engaging content on corporate channels, including the company's Fanpage and LinkedIn, to increase visibility and attract talent.

INTERNAL COMMUNICATIONS COORDINATOR - BIBOMART JSC

04/2022 - 10/2022

1. Quarterly Planning and Execution of Internal Activities

- Proposed and executed ideas and detailed plans for internal events such as Teambuilding, Employee Birthdays, Vietnam Family Day, and initiatives to promote sales performance.
- Managed all documentation related to internal events, ensuring accurate record-keeping and compliance.

2. Content Creation and Media Production

- Designed engaging content & visuals for announcements & events.
- Wrote scripts, recorded, and produced Podcasts to enhance employee engagement and internal communication.

3. Management and Development of Internal Communication Channels

- Administered and developed internal communication platforms such as Bitrix and Facebook, reporting interaction metrics and proposing innovative ideas for channel improvements.
- Regularly reported on channel engagement statistics, demonstrating effectiveness and identifying areas for enhancement.

EDUCATION

Bachelor of Multimedia Communications
VOV Broadcasting College II

2020 - 2023

ADDITIONAL INFORMATION

- **Technical skill:** Canva | MS Office | Capcut
- **Soft skill:** Event Planning and Execution | Present | Teamwork | Employee Engagement
- **Language:** English
- **Certificate:** EF SET 71/100 (<https://cert.efset.org/Jw3ES1>)