

PHUONG ANH LE

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Budapest

Education Level

University of Pécs - Pécs, Hungary

Sep 2021 - Jun 2024

Bachelor Degree in Communication and Media Science, 4.97/5.00

Bachelor's Degree with Distinction in Communication and Media Science. (main courses : Journalism, Advertising, Media and Communication)

Work Experiences

Lily's Home & Retreat - Hanoi, Vietnam (Remote)

May 2024 - Present

Social Media Manager

- Increased social media engagement by 25-30% through innovative content strategies and data-driven optimizations. (platforms: Facebook and Tiktok)
- Crafted clear and compelling messages aligned with brand strategy to communicate effectively with the target audience.
- Planned and executed monthly content schedules, delivering 3-5 posts per week.
- Maintained consistent brand voice across all communications
- Analyzed campaign results to refine communication strategies and improve engagement metrics.

Zeit Media - Hanoi, Vietnam

Mar 2023 - Apr 2023

Marketing Intern

- Executed social media strategies for high-profile events, including Vietnam's first hot-air balloon festival.
- Collaborated with cross-functional teams to execute social media strategies, ensuring brand consistency and adherence to industry standards.

Bach hoa XANH - Hanoi, Vietnam

Apr 2021 - Jun 2021

Content writer partner

Crafted 14 engaging, SEO-optimized articles per week that told compelling stories, maintaining high quality and adherence to brand voice and tone, and driving increased organic traffic through targeted keyword integration.

"Báo" Project - IMC Project - Hanoi, Vietnam

Aug 2020 - Nov 2020

Project leader

- Led a 9-member team to plan and execute project goals, exceeding merchandise sales targets by 30%.
- Managed project activities and ensured progress, achieving significant organic reach on Facebook.
- Oversaw content creation for the project's Facebook page, attracting 1,500 organic reach.
- Developed communication strategies to increase project visibility and engagement across social media platforms.

Organisational Experience

Erasmus Student Network Pécs - Pécs, Hungary

Jul 2023 - Jul 2024

Partnership Manager

- Applied proposal writing skill to launch 5 diverse discount deals for ESN Card holders with the discount ranging from 10 to 15%
- Maintained the previous partnerships of ESN Pécs
- Designed and implemented media plans to promote partnerships bi-weekly, increasing engagement and visibility.

Erasmus Student Network - Pécs, Hungary

Jul 2022 - Jul 2023

Media and PR Coordinator

- Navigated all the media content for ESN social platforms (10 posts/ week on Instagram and Facebook)
- Administered all the team activities
- Developed annual media plans to grow social media presence organically. Provided media support for various events, ensuring cohesive communication strategies.

Korea.net - Hanoi, Vietnam

May 2021 - Apr 2023

Honorary Reporter

- Publicized numerous contents about Korea as well as Korean culture via the Korea.net website
- Represented a global citizen to promote Korean cultures with other countries
- Collaborated with other reporters to create a strong community
- Top 2 of Articles of the month for October 2021

Justus Liebig University of Giessen - Giessen, Germany

Sep 2022 - Aug 2023

Erasmus Exchange Scholarship holder

- Received nomination and grant of 9,000 EUR for 1-year exchange in Giessen, Germany.
- Gained international experience and enhanced cross-cultural communication skills.

Skills, Achievements & Other Experience

- **Language Skill:** Vietnamese (Mother tongue), English (Advanced), German (Beginner)
- **Hard Skills:** MS Office, Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop, Canva, Audacity, Meta Ads, Google Ads
- **Soft Skills:** Media Relations - Public Relations - Strategic Communication - Press Releases - Content Strategy - Social Media Management - Crisis Communication - Storytelling - SEO - Content Creation - Research & Analytical skills – Video scripting – Multimedia Content Creation