



Do Minh Thuy

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About Me

Hello, I'm Minh Thuy! I have more than 6 months of experience in Content Editor and Brand Marketing. Currently, I want to improve myself in the field of media, or event, take part in creative projects and take my communication skills even further. Besides, I also want to challenge myself and experience new things

Language

Vietnamese

English

Skills

Communication

Teamwork

Content

Creative

Microsoft Office
(Word, PowerPoint, Excel)

Basic design
(Adobe Photoshop, Canva)

Editing
(Adobe Premiere, Capcut)

Time management

Education

2018-2023 | **Media Production & Management Major**

GPA: 3.36

Hoa Sen University

Activities

Producer

MV Making Project

2022

- *Creating callsheet, timeline*
- *Casting actor, actress*

Logistics

Thua Me Con Di 1st

11/2020

Anniversary Event

- *Finding items for event*
- *Take care of talents*

Finance

Mam Mo Event

08/2020

- *Finding sponsors for event*
- *Doing budget Contacting to sponsors*

Achievement

Aptis B2

Second Prize TVCreate 2020 Competition

Work Experience



May - Aug 2023 | Content Editor

YAN News

- In charge of editing and writing articles for the series. The main series that I know are Bi Kip Yeu, Sao 24h and some sub-series are 8 chuyen hau, Sao chuyen gi?, Tinting. KPI for a day: 4 clips/day. And KPI for 1 month: 120 clips/month.
- A day to find content related to special love stories in life, and outstanding news of Vietnamese stars. After being compiled, news must be censored by the Leader, then sent to the Editor to be edited into a clip about 3m30s long. Finally, the Leader sent it to the QC department to check the clip one last time and posted it on the Bi Kip Yeu Fanpage. The results of a clip are calculated based on Facebook's measurements.
- Following and searching for news, unique topics suitable for the series, or breaking news following events and markets through social networking platforms. Occasionally, I will make quick articles following the flow of events.
- Working with editors to create news. Then, check the clip content, subtitles, and source again after the editor has completed editing.
- Attending events, pressing conferences and interviews with some artists in showbiz.



Jan - Mar 2023 | Brand Marketing

Maison Retail Management International

- Preparing content for upcoming products.
- Contacting, booking and send scripts to KOLs/KOCs and hot pages to promote projects and events to promote new products.
- Supporting the team to send products to KOLs/KOCs.
- Together with the leader and team, create a marketing plan for the PEDRO brand. Specifically, the campaign to launch the PEDRO STUDIO & NEW GENTLEMAN collection called HAPPY EARTH - cash back 50,000 VND for any bill without using paper bags to respond to earth day to convey the message of raising awareness of environmental protection and sustainable development of the brand.
- Searching and contacting, sending products and exchanging main content with KOLs and KOCs to film promotional TikTok clips during the campaign. Sending the clip to the brand team to check after KOLS and KOC complete the clip.
- The clips of KOLs and KOCs received a lot of positive feedback, helping to increase product sales in the brand's new collection compared to the previous month.



Sep - Dec 2022 | WLIN CLUB Admin Intern

Nam Huong Media & Event

- Finding materials to prepare for an event from before the program until the end, and support the Leader in creating a detailed script for the event.
- Contacting the design department to design content for a poster for the event.
- Preparing necessary items for the event.
- Finding out the topic of the upcoming event, then write an article to promote that event.
- Posting on social media channels such as the club's fanpage, the International Women Leaders Network's own app and members' internal groups to spread the word about the event.