

CAO TIEN DAT

MEDIA INTERN



ABOUT ME

My name is Cao Tien Dat, and I am a sociable and pleasant individual. I'm not frightened of challenges, having experienced many marketing jobs with organizing events and working in a professional media team.

CAREER OBJECTIVE

I'm looking for work that will allow me to develop as a marketer. I hope that I can contribute to the expansion and success of the company by using my skills, strengths, and enthusiasm. I'll spend a few years developing my own experience and knowledge, and in the future I wish I could start my own business.

EDUCATION

University of Economics Ho Chi Minh City

Major: Marketing
GPA: 7.8/10

WORK EXPERIENCE

Leader team Design of Youth Union - Students' Association of School of International Business - Marketing

12/2020 - 01/2023

- + Manage a team of 10 people who produced events that involved more than 300 people.
- + Seek visionary solutions in the creative design process to support project strategies.
- + Designed various marketing pieces, including posters, brochures, advertisements, website banners, brochures, and other printed media.
- + Photograph events and edit photos using the Adobe app.

Freelancer - Another Frame Studio

06/2022 - 12/2022

- + Worked closely with clients to meet graphic design and video production needs.
- + Cooperate with team on concepts, storyboards, and visual scripts.
- + Motion graphic design for the D-Health project and introduction of the FRT short film.
- + Researched and studied graphic design trends.

CONTACT

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SKILLS

- MS Office skill
- Commercial English skills
- Content Ideas
- Project Management
- Graphic Design
- Video Cameras
- Photo Packages

I EXTRACURRICULAR ACTIVITIES

Sắc Cam 2022 Project - CAM-ERA

Project Leader - In charge of the event and design teams

- + Department Led teams to assigned work and tracked their performance, scope of work to 10 members each team.
- + Produced and scheduled content that reached almost 60,000 organic audiences.
- + Planned to use 90 million VND in cash received from 5 sponsors.
- + Attracted 1800+ participants for the event in Campus N of UEH.

Short film Tết Đông Tâm - Gói Tết Project

Project Leader

- + Responsible for filming and completely rendering the product
- + Written scripts, storyboards, shot lists, and production tracking
- + Searching for context and actors suitable for the script
- + Had 2,000 views across all social media platforms and reached 6,000 organic audiences.

MV “Công dân UEHer xanh”

Production Assistant

- + Cooperate with team on write script, design media produce
- + Take photos behind the scene
- + Follow up the manufacturing process to keep the product on schedule
- + Collaborated with the production house agency to produce the highest-quality product.
- + 10,000 people have watched the product so far across all UEH online and offline platforms.
- + Promoting the "rethink, be green" slogan to all UEH students