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Anh Tu Le (Tú)
Content Writer

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- Report / Block Report or block Anh Tu Le (Tú)'s profile



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Connect

Message

More actions

- Share profile in a message Share Anh Tu Le (Tú)'s profile via message

Message

- Save to PDF Save Anh Tu Le (Tú)'s profile to PDF
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- Anh Tu Le (Tú)
- 3rd degree connection3rd

Content Writer

- Hanoi Capital Region
- 500+ connections
- [Contact info](#)



- [Self-Employed](#)



- [Foreign Trade University](#)

People and pages related to Anh Tu

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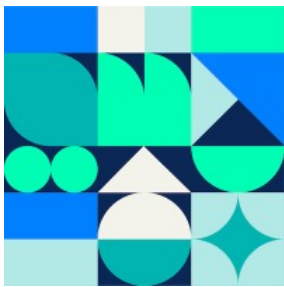
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297,301 followers

Follow

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About

Portfolio: https://www.behance.net/anhtu_le

You can look at me as either an ambitious zero-experience fresh graduate or a content-rich human being in

...

[see more](#) ... [see more](#)

Activity

1,824 followers



-

OPEN TO FREELANCE WORK - TẾT & SHORT-TERM PROJECTS This Tết I'm taking on more freelance projects! During my first Tết in college, this friend of mine asked me to help her put together the next year's calendar for her Facebook community page. I made my first VND500.000 as a freelancer (very cheap!) in addition to some basic learnings about content planning. Working some Tết hours has become my tradition ever since. I write for fun, not to mention that I could also make a little extra money while spending quality time with my family. This is to explain I am no work addict haha. I have helped curate content for some beloved brands, including but not limited to Ford, Carlsberg, Grab, etc. I can write in Vietnamese quite ok. For English, I am trying to be more well-versed but still 100% comfortable to offer help with. More of my content portfolio can be found here: <https://lnkd.in/g2aRBmX> I love making friends out of strangers too. If you think I can help you in any way, shoot me an email via tule0129@gmail.com.

Experience



-

Content Writer

Company Name

Self-Employed Freelance

Dates Employed Jan 2019 – Present

Employment Duration 2 yrs 4 mos

Location Vietnam

- Professional focus: PR & Blog writing
- Experimented with social content on personal social media
- Portfolio: behance.net/anhtu_le

Key clients: Ogilvy (Grab, TikTok, Bayer, Carlsberg, Ford, Red Bull), Vietcetera, BraveBits



Company Name British Council

Total Duration 3 yrs 9 mos

- **Title Sales & Customer Management - Local Placement Tester**

Dates Employed Jul 2019 – Present

Employment Duration 1 yr 10 mos

Location Hanoi, Vietnam

- Conducted interviews in English with customers of various industries and age ranges
- Assessed learners' language proficiency and designed suitable learning experiences

Regular Clients: Young Learners (<18 years old) and Adults (>18 years old)

Corporate clients: The Ministry of Labour, Invalids and Social Affairs; Immigration Department of Vietnam; The British Embassy; Japan International Cooperation Agency ... [see more](#)

- **Title On-demand Helper**

Dates Employed Jul 2019 – Present

Employment Duration 1 yr 10 mos

Provided on-demand support across different departments and teaching centers

- Exams: Provided on-site support on test days (ACCA, IELTS, etc.); informed customers of updates via phone; performed admin tasks to deliver test results
- Telesales & SCM: Resolved inquiries via phone or in-person; introduced available courses to interested customers; serviced customers throughout the placement test process (written test briefing & customer information entries)

Show 1 more role ▾

ited for school representatives in education fairs and consulted with students on career prospects (Study UK)



ng: Performed admin tasks and made calls to drive students and parents to events ... [see more](#)

Project Coordination Collaborator

[Company Name](#)

[VinID Contract](#)

Dates Employed Oct 2020 – Jan 2021

Employment Duration 4 mos

Location Hanoi

- Operated the CRM system of VinID app, maintaining the effective use of push notification, email and SMS channels
- Helped prepare usability test plans for Marketing Targeted Platform – a platform for merchants to segment, set up and bid CRM requests to the right customers
- Researched and pitched the Marketing Targeted Platform product to prospective clients ... [see more](#)



Corporate Communications Intern

[Company Name](#)

[VNG Corporation Internship](#)

Dates Employed Apr 2018 – Dec 2018

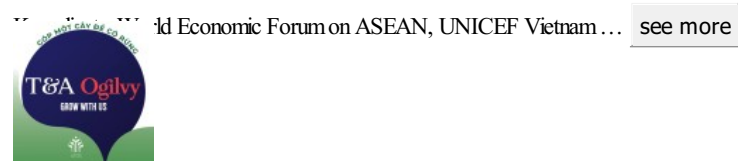
Employment Duration 9 mos

Location Ho Chi Minh City, Vietnam

Second job during my gap year from university

- Produced creative contents, targeting +146,000 followers on corporate social media platforms

- Helped prepared and execute media plans for international partnership projects



Public Relations Communications Intern

[Company Name](#)

[T&A Ogilvy Internship](#)

[Dates Employed Aug 2017 – Apr 2018](#)

[Employment Duration 9 mos](#)

[Location Hanoi, Vietnam](#)

First job during my gap year from university

- Localised and distributed press releases from international newsroom
- Produced copies & PR articles and managed branding events for local campaigns

[View Client: Ford Motor Company ... see more](#)

Show 1 more experience

Education



[Foreign Trade University](#)

[Degree Name Bachelor's degree](#)

[Field Of Study Business Administration and Management, General](#)

Licenses & certifications



Becoming a Product Manager

Issuing authority [LinkedIn](#)

Issued date and, if applicable, expiration date of the certification or license Issued Apr 2021 No Expiration Date



Getting Started in User Experience

Issuing authority [LinkedIn](#)

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Google Analytics Individual Qualification

Issuing authority [Google](#)

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See credential

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Volunteer experience



Volunteer Translator

Company Name [UNDP](#)

Dates volunteered [Mar 2021 – Present](#)

Volunteer duration [2 mos](#)

Cause [Education](#)

Localized e-learning materials on the Youth Colab platform from English into Vietnamese



•

Performer and (Occasional) Promoter

Company Name Haha Hanoi Comedy

Dates volunteered Sep 2017 – Apr 2021

Volunteer duration 3 yrs 8 mos

Cause Arts and Culture

Where I got to embrace the most human side of myself by practising full self-presence, group mind and clever humor.

An improv comedy family like no other.



•

Ambassador (Local Communications)

Company Name World Youth Wildlife Summit

Dates volunteered Sep 2019 – Feb 2020

Volunteer duration 6 mos

Cause Social Services

- Represented Vietnam at the 2019 World Youth Wildlife Summit in South Africa
- Carried out and presented research on how the consumption of rhino horns in Vietnam affects wildlife and human's lives in Africa
- Managed communications projects in Vietnam to relay the human stories and tragedies behind the crisis

Media: <http://bit.ly/ExpRecap>

Comedy Show: <http://bit.ly/SAComedyShow>

Long-form Writing: bit.ly/SASept2019

Show 2 more experiences ▼

Skills & endorsements

1. [Public Speaking](#)

[See 9 endorsements for Public Speaking 9](#)



[Endorsed by 2 of Anh Tu's colleagues at British Council](#)

2. [Creative Writing](#)

[See 9 endorsements for Creative Writing 9](#)



[Endorsed by 2 of Anh Tu's colleagues at British Council](#)

3. [Content Marketing](#)

[See 6 endorsements for Content Marketing 6](#)

- [Trung Tran Duc and 5 connections have given endorsements for this skill](#)

Industry Knowledge

1. [Social Media](#)

[See 2 endorsements for Social Media 2](#)

2. User Experience (UX)

Interpersonal Skills

1. [Critical Thinking](#)

[See 5 endorsements for Critical Thinking 5](#)

2. [Leadership](#)

[See 4 endorsements for Leadership 4](#)

3. [Teaching](#)

[See 3 endorsements for Teaching 3](#)

4. [Customer Service](#)

[See 2 endorsements for Customer Service 2](#)

5. [Management](#)

[See 2 endorsements for Management 2](#)

Show less Show only Anh Tu's featured skills ^

Accomplishments

Anh Tu has 5 honors 5

Honors & Awards



- Winner of AmCham Scholarship
- Delegate at World Youth Wildlife Summit
- Winner of Smart Cities & Industry 4.0 Writing Contest
- Top 10 Finalists of Front The Most - The Master of Ceremony competition in English for students
- Kella In Life - Best Speech Delivery

Anh Tu has 4 projects 4

Projects



- Mind Atlasing
- Wordstorm 2017 - Annual English Speaking Contest
- Winter Camp
- The Candidate - Ứng Viên Tài Năng 2016

Anh Tu has 3 organizations 3

Organizations



- AIESEC in FTU Hanoi
- FTU Human Resources Club
- GALEC English Club

Anh Tu has 2 languages 2

Languages



- English
- Vietnamese

Interests



-

[Gary Vaynerchuk](#)

[Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Author, Text Me: 212-931-5731](#)

[4,649,293 followers](#)



[Bill Gates](#)ⁱⁿ

[Co-chair, Bill & Melinda Gates Foundation](#)

[32,632,500 followers](#)



[EY](#)

[5,024,803 followers](#)



[Gordon Orr](#)ⁱⁿ

[Non Executive Board Member at Swire Pacific, Lenovo, Meituan and EQT AB](#)

[1,750,997 followers](#)



[Procter & Gamble](#)

[5,896,133 followers](#)

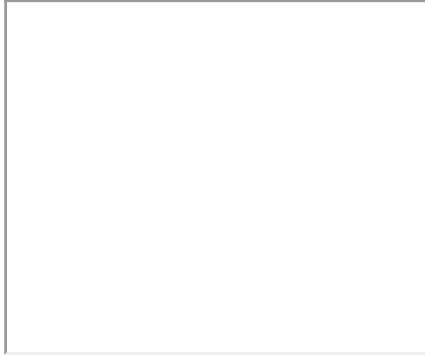


[Mark Cuban](#)ⁱⁿ

[President](#)

[6,660,449 followers](#)

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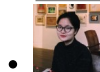
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[Vi Anh Tô 3rd degree connection 3rd](#)

[Programme Officer, Arts & Creative Industries at British Council](#)

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[Minh-Hien Ho 3rd degree connection 3rd](#)

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