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Thao Hoang
Senior Content Executive / Freelance Writer (Freelance)


Connect

Message

More...

-  Share profile in a message Share Thao Hoang's profile via message

Message

-  Save to PDF Save Thao Hoang's profile to PDF
-  Follow Follow Thao Hoang
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Connect

 Message

... More actions

-  Share profile in a message Share Thao Hoang's profile via message

Message

-  Save to PDF Save Thao Hoang's profile to PDF
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- Thao Hoang
- 3rd degree connection3rd

Senior Content Executive / Freelance Writer (Freelance)

- Vietnam
- 205 connections
- [Contact info](#)
- [Freelance](#)

People and pages related to Thao

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Public Relations & Communications
134,798 followers
Follow



• [J'ai un pote dans la com](#) Page • Online Media

321,964 followers

Follow



• [PRCA](#) Page • Public Relations & Communications

15,615 followers

Follow

-
-
-

About

➤ I have 6 year experience in Marketing & Communication, specialized in Content Writing. Writing is my strength (both in English and Vietnamese). I am an introvert, responsible for what I do, deadline-oriented. I am proud to be a Mom of a very cute girl.

...

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

Activity

207 followers

Posts Thao created, shared, or commented on in the last 90 days are displayed here.

[See all activity](#) [See all activity](#)

Experience

-

Freelance Writer

Company Name

Freelance

Dates Employed 2019 – Present

Employment Duration 2 yrs

Types of content: Social media post, PR articles, Press Release, Email marketing, etc.



-

Senior Content Executive

Company Name

5S Consulting & Media

Dates Employed Aug 2019 – Mar 2021

Employment Duration 1 yr 8 mos

Location Hà Nội

5S Media is an Integrated Marketing Communication agency working with local and global customers. I am in charge of:

- Content strategy: Consult customers about content for their PR, Marketing, Event campaigns.

- Content execution:

- + Writing content of different types in many channels (Facebook fanpage posts, PR articles, Website content, Video content, Press Release, MC Scripts, Book etc.)

- + Being in charge of press relation

- + Customers: CAESAR, Bệnh viện Quân Y 175, Bộ Kế hoạch và Đầu tư, Viettel, Rabity, Fujitsu, 69 Boutique Hotels, CMC, Viettel, Aeon Mall, etc.

- Content team management: Build team, Train members and Manage content team to follow all projects. ... [see more](#)



•

Senior Content Executive

Company Name

Blue C Content

Dates Employed Sep 2016 – Aug 2019

Employment Duration 3 yrs

Location Hanoi

Blue C Content Development Company is a creative agency which provides customers with content strategy and execution for their PR campaigns. Being a content executive here, I have opportunities to work with many customers of different business fields (sports, travelling, technology, education, etc.), specifically:

- Facebook: Proposing content, making content plan (convo), executing, managing fanpage of many popular brands (Garmin, MobiFone, Blue C, APAX English...)
- Website: Writing about internal communication, content & marketing; translating & editing about technology (GE Reports, MobiFone, Blue C...)
- PR writing: Writing about travelling, technology, real estates, etc. (New Hoi An City project, Gamuda Land, AIA, Techcombank, Hợp Phát...)
- Team-work to brainstorm new ideas, make proposals, etc. ... [see more](#)

Content Collaborator

Company Name

Disieuthi.vn

Dates Employed Jun 2016 – Sep 2016

Employment Duration 4 mos

Location Hanoi

Research and write content for consumer goods



•

Company Name Magestore

Total Duration 2 yrs 4 mos

- **Title Copywriter**

Dates Employed Apr 2014 – Jul 2016

Employment Duration 2 yrs 4 mos

Location Hanoi

Magestore is a company providing extensions for e-commerce website. Here are what I am responsible for when I worked there:

- Take in charge of product content, following from A to Z and optimizing content for an updated or new released Magento extension & product branding.
- Run Email Marketing, including sending weekly newsletters and creating workflow to follow customers: achieve highest open rate and click rate for weekly newsletters, convert sales in email workflow.
- Run promotional campaign for product to increase sales & leads.

- **Title Project Assistant**

- Copywrite Retarget Ads ... [see more](#)


Dates Employed Nov 2015 – May 2016

Employment Duration 7 mos

Location Hanoi

Take the main charge in Localized Magento Edition (LME) Project of Magestore:

- Translate all labels and documents of Magento from English into Vietnamese
- Write content for landing page to promote LME in Vietnam

Show 1 more role 

Education

-

Banking Academy

Degree Name Bachelor's Degree

Field Of Study English in Banking & Finance

[Dates attended or expected graduation 2009 – 2013](#)

[Activities and Societies: English Club of Banking Academy](#)

Very Good Bachelor's Degree

Volunteer experience

-

Team Leader

Company Name Smax Club

Dates volunteered Nov 2010 – Jun 2011

Volunteer duration 8 mos



-

[Press Team Leader](#)

[Company Name English Club at Banking Academy of Vietnam](#)

[Dates volunteered Jan 2012 – Jun 2012](#)

[Volunteer duration 6 mos](#)

[Cause Education](#)

Be responsible for coordinate tasks of Press Team to make sure every club activity is updated on the official website.

- Assign tasks to members
- Write & edit articles

Skills & endorsements

1. [PR Writing](#)

[See 1 endorsement for PR Writing 1](#)

- [Thúy \(Shannee\) Pham has given an endorsement for this skill](#)

2. [Social Media Content](#)

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

- [Thúy \(Shanee\) Pham and 1 connection have given endorsements for this skill](#)

3. [News Writing](#)

[See 1 endorsement for News Writing 1](#)

- [Thúy \(Shanee\) Pham has given an endorsement for this skill](#)

Industry Knowledge

1. Copywriting
2. Technical Writing
3. Email Marketing
4. Online Marketing
5. Marketing
6. Search Engine Optimization (SEO)



LinkedIn Skill Assessment badge

7. Web Content Writing

Tools & Technologies


1. Wordpress
2. MailChimp
3. Microsoft Office

Interpersonal Skills

1. Teamwork

Other Skills

1. Short Stories

Show less Show only Thao's featured skills 

Accomplishments

Thao has 1 honor 1

Honor & Award



- Top 3 best writer

Thao has 1 language 1

Language



- English

Thao has 1 project 1

Project



- My personal blog

Interests



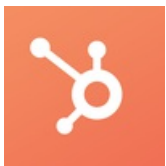
[Vietnam Recruiter Group](#)

[1,291 members](#)



[Copywriter's Club](#)

[4,283 members](#)



-

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[560,487 followers](#)



-

[IBM](#)

[10,755,869 followers](#)



-

[Aha Digital Marketing + Creative](#)

[584 followers](#)



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[Magento: from A to Z](#)

[190 members](#)

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[Head of Events at 5S Consulting & Media](#)

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[Freelance Copywriter](#)

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[Huyền Ly 3rd degree connection 3rd](#)

[Copywriter at Express Agency](#)

Connect



Hoang Lien 3rd degree connection 3rd

PR and Branding Assistant at VNDIRECT Securities Corporation

Connect



Dung Ho Thuy out of network 3rd+

Looking for PR, Brand Communications, Marketing Executive position.

Connect

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BE BA (My Nguyen) {:distance} {:distance}

Recruitment Specialist cum Admin at Milensea Retail

Connect



Hien Tran {:distance} {:distance}

IT Recruitment consultant

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[Le Nhat Huy](#)

[President at UTE Logistics and Supply Chain Club](#)

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[Khánh Linh Đỗ](#)

[Human Resources Assistant at Hachinet Software](#)

Connect

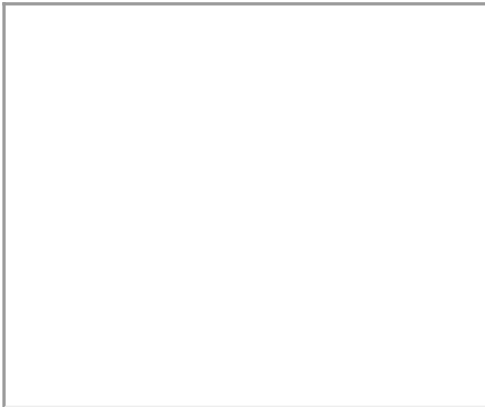


[Nguyen Dinh Dat](#)

[Frontend Angular Developer](#)

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Messaging You are on the messaging overlay. Press enter to open the list of conversations.

 Compose message

...

^ You are on the messaging overlay. Press enter to open the list of conversations.

These skills do not currently fit under the available categories

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