



LÊ NHẬT TIÊN

Marketing

032 722 9242 

lenhattien1903@gmail.com 

Bình Tân, Hồ Chí Minh 

English Translation (Friendly and Approachable Tone):

Although I've worked in the Human Resources field for the past 3 years, I'm now looking to transition into Marketing—a field I'm truly passionate about. I understand that I may not have much hands-on experience in Marketing yet, but with the knowledge I've gained through my studies and my proactive, hardworking personality, I'm confident in my ability to learn and grow quickly. I truly hope to have the opportunity to grow and contribute as part of your team.

TALENT ACQUISITION AND INTERNAL MARKETING

Work Experience

VFBS_Popeyes Chicken

2022–now

Mass Recruitment

- Mass recruitment for 40 Popeyes Fried Chicken stores in HCM, Da Nang, Binh Duong, Da Lat, Dong Nai, etc.
- Recruitment for management team positions: Shift Supervisor, Store Assistant, Store Manager,...
- Evaluate candidates according to system framework dictionary competencies

Internal Marketing

- Work with stakeholders to create innovative, aspirational and relevant content for the company's target audience across different platforms (Linkedin, Facebook, Tiktok, etc.)
- Develop employer branding principles for employee-related activities, both internally and externally. Encourage internal brand ambassadors to participate in EB activities.
- Implement events, programs and collaborative activities with partner organizations by collaborating with internal talent, building inspirational stories from within to spread business value and create affects young people.

Related Skill In Marketing

- Developed IMC (Integrated Marketing Communications), Social Content plans for academic projects.
- Can use several tools to analyse social indicators to optimize post content.
- Have knowledge about SEO, Google Ads, Facebook Ads, edit video
- Can use Ai to boost the work performance
- Planned and produced videos to attract potential candidates and boost employer branding.
- Hosted internal events as an MC at the company.
- Strong creativity and excellent writing skills.
- Skilled in customer research and insights analysis.

HUMAN RESOURCE BUSINESS PARTNER AND EMPLOYEE BRANDING

- Summary of recruitment needs of the Sales Department and a number of other specific positions: sales staff, sales specialist, Sales admin, Key account Executive, ...
 - Analyze sales results of the sales department and then propose human resource solutions.
 - Send notifications and draft labor contracts for successful candidates.
 - Guide and introduce new employees to the Company's personnel policies and regulations.
 - Search for candidates through all the recruitment platforms.
 - Contribute to the development of recruitment plans and strategies.
 - Coordinate with the LnD team to build skills training classes.
-

Education

Bachelor

2018-2022

HUTECH UNIVERSITY

Aug 2018 – Dec 2022

- GPA: 3.67/4.0
- Major: BUSINESS ADMINISTRATION

Mar 2023 – Now

- Master's Degree: Marketing

Skills

- Ability to organize and arrange tasks logically
 - Able to work well under high pressure.
 - Excellent at communication and negociation skills
-

Course

- Short-term courses in Marketing: Digital Marketing, Facebook ads, Search Engine Optimization, Story telling