



VŨ THU PHƯƠNG

APPLY FOR CONTENT
MARKETING EXECUTIVE

PERSONAL INFO

Date of birth:
04/12/1998

Gender:
Female

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Portfolio:
<https://thuphuongvu412.journoportfolio.com/>

Address:
285 Doi Can, Ba Dinh District, Ha Noi

SKILLS

Verbal & Written Communication



Research & Analysis



Competent Softwares

- Photoshop
- Illustrator
- Lightroom
- Aegisub

LANGUAGE

ENGLISH ■ TOEIC 955

PROFILE SUMMARY

Profile Summary: Graduated from Hanoi Law University with background of International Commercial law. 1 year working in NGO Communication field with comprehensive experience in content marketing.

Core Competencies: Legal research; Market research; Analyze documents & data; Oral & written communication; Translating; Project management; Strategic Planning; Budgeting; Teamwork

WORK EXPERIENCES

COMMUNICATION ASSISTANT

12.2019 - 06.2020

THE INSTITUTE FOR STUDIES OF SOCIETY, ECONOMY AND ENVIRONMENT (iSEE)

- Assist the Communication Officer in planning and implementation of internal & external communications strategies
- Research and analyze NGO communication trend and strategy in the rights of minority groups
- Produce social media content for iSEE's development projects
- Ensure effective communication and liaison within partners and donors
- Research and write scripts for short films, social experiment videos, etc
- Support in the production of film, video & audio visual items
- Work with agencies to create brand identities, landing pages, etc
- Handle the organization's online presence (Facebook, Wordpress, Google Online Museum)
- **Projects:** I do (Tôi Đồng Ý), BRAVE (Vì bạn được tin), RAD - Research on Anti-Discrimination (Nghiên cứu chống phân biệt đối xử), Open Week (Tuần Lễ Mở)

PROJECT ASSISTANT

10.2018 - 04.2019

"TỈNH TÁO ĐỌC QUẢNG CÁO" Project - initiated by iSEE

- Produce quality content for Facebook & Website (tinhtaodocquangcao.com)
- Contribute creative ideas to execute and report project objectives
- Conduct research on gender inequality in advertising
- Support in the production of 72 hour Ad-making competition
- Coordinate with team to organize events for 200-500 participants

FREELANCE CONTENT WRITER

2017 - 2019

MAGEZON eCOMMERCE

- Content Writer & Translator

"CONSTELLATION" MUSICAL EXHIBITION

- Content Writer

EDUCATION

UNIVERSITY

HANOI LAW UNIVERSITY - GRADUATED

- Major: International Trade & Business Law