

TRAN T. MY DUYEN

PR & CORPORATE COMMUNICATIONS

Duyen has more than 5 years of experience working in the field of PR & Corporate Communications, in various fields such as e-commerce, events & exhibitions, human resources, and technology. Duyen has led and monitored a number of PR projects, building PR strategies and PR plans to strengthen brand position. She was also named in the top 5 of Vietnam Young Lions 2020-2021 competition in the PR category, and top 5 of Unilever Future Leaders' League (UFL) 2014.

EXPERIENCE

Loship

Feb 2020 - Present

PR & Communications Lead

Loship is Vietnam's one-hour-delivery e-commerce startup.
<https://loship.vn/>

- Be the subject matter expert to build Lozi/Loship awareness and accurate perception among targeted audience.
- Drive PR strategy and narratives. Successfully get Loship featured in many leading international media like TechCrunch, Asia Nikkei Review, TechnAsia, DealstreetAsia,...
- Foster close relationships with local and global journalists from the tech, startups & VC sectors.
- Foster & manage meaningful partnerships with media partners such as The Millennials Life, Make It Vietnam for sake of brand reputation and employer branding.
- Develop strategies for company's internal and external communications with all stakeholders.
- Excel in writing bilingual materials, including plan, press releases, executive briefings, statements, Q&As, and more.
- Be a core member of a team that handles crises.

Freelancer


Jan 2020 - Present

Freelance Journalist, PR Consultant & Copywriter

- As a freelance journalist, I have written for many leading international media sites like e27, KrASIA, Technode Global, Vietnam Insider, etc. I cover topics ranging from startup technology, venture capital, and investment.
- As a PR consultant and copywriter, I work in collaboration with clients to develop themes, angles, and ideas that capture brand values and personality.
- My latest client is **Informa Markets Vietnam** - a trade show & exhibition platform. I work with them to assist with press activities, producing pre- and post-event press releases. Some of the notable events include: Vietnam Wind Power 2021 (hosted by Global Wind Energy Council); Webinar on E-mobility (hosted by the Netherlands Embassy in Vietnam)



CONTACT

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EDUCATION

Sep 2012 - Oct 2016

International University - Vietnam National University

Major in Business Administration
Graduation with **excellent degree**, cumulative GPA of **3.65/4.00** (9.2/10.0)

2019

IELTS Certificate with overall band score 8.0

In recognition of excellent command of English language.

SKILLSET

- Content writing/ production
- Campaign planning
- Brand strategy development
- Project management
- Written and verbal communication skills
- Public speaking

Talentnet Corporation

Mar 2019 - Feb 2020

PR Specialist

Talentnet is Vietnam's leading HR consulting firm.

<https://www.talentnet.vn/>

- Successfully led PR activities in numerous large-scale industry events such as Vietnam HR Awards, Rewards Summit, Talentnet Legal Workshop, HR Talkshow, etc.
- Defined and executed the PR and communication activities according to the overall marketing plan.
- Developed the umbrella message, key talking points, and key highlights in each campaign. Produced press releases and press materials accordingly.
- Worked closely with different departments and teams to support the communications needs of the business.
- Managed all PR reports, PR materials, and news monitoring to ensure they are in place for tracking and recording.
- Handled financial planning and budget management wisely & effectively to achieve brand goals and KPI.

Infinity Blockchain Labs

Feb 2018 - Feb 2019

Product Marketing & PR Specialist

Infinity Blockchain Labs is a Japanese-owned visionary R&D blockchain company. <https://blockchainlabs.asia/>

- Coordinated and handled communications activities for a number of blockchain events such as Vietnam Blockchain Week, Blockchain Hackathon, etc.
- Managed exclusive media partnership between IBL and Nhip Cau Dau Tu Magazine (The Business Review) to bridge the knowledge gap of blockchain in Vietnam's market.
- Produced press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals.
- Developed product messaging that differentiates new products from others in the market.
- Conducted market research to determine relevant product marketing strategies. Coordinated and took part in the product launch.
- Created product marketing content such as proposals, user guidelines, sales kit, case studies, website copy, blog posts.

Informa Markets (Vietnam)

Feb 2016 - Jan 2018

PR & Conference Executive

Informa Markets is the largest pure-play B2B event organizer across the globe, based in over 20 countries.

<https://www.informamarkets.com/>

- Successfully built PR strategies and managed PR activities for many large-scale industry exhibitions in Vietnam: Food&Hotel Vietnam, MTA Vietnam, Electric & Power Vietnam, Mining Vietnam, VietBeauty, VietWater, etc.
- Designed and produced presentations, press releases, articles, journals, speeches, reports, information for websites and promotional videos.
- Collated and analyzed media coverage; Undertook relevant market and industry research; Organized promotional activities such as press conferences, opening ceremonies.

HONORS & AWARDS

Dec 2020

Vietnam Young Lions 2020 | PR Category | Top 5 Finalist

The biggest and most prestigious national competition in field of marketing and communication. Successfully nominated as the top 5 finalist.

Oct 2016

International University - Salutatorian Award

In recognition of superior academic achievement as the second-best graduate, with the GPA of 3.65/4.00.

Apr 2014

Unilever Future Leaders' League 2014 - Top 5 Finalist

The biggest business case competition organized by Unilever. Successfully nominated as the top 5 finalist.

2012 - 2016

International University - Encouragement Scholarship

Scholarships for excellent academic student, top 10% GPA of the School of Business.

2012

International University - Entrance Scholarship

Scholarship for outstanding academic performance in the university entrance exam, with the entry score of 24.5/30. The scholarship is equivalent to 50% of tuition fees.