

X VOID

HIGHLIGHTS

- Seven years of experience in communication coordinating, social media content creating, news reporting in multimedia channels and event assisting event.
- Strong understanding concepts of intercultural communication, communication for development and social change, strategic communication and information management.
- Strong communication network, willing to work both independently as part of a team, good time management and organisation skills
- Passionate about keeping up to date communication trends and dedicate to work in the non-profit sector.

EDUCATION

Master of International Communication

Unitec Institute of Technology, Auckland, New Zealand

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Bachelor of Journalism

University of Social Sciences and Humanities, Ho Chi Minh City, Vietnam (2013)

Certificate of Summer Institute for News Literacy Fellows programme

Asia Journalism and Media Studies Centre, University of Hongkong, Hongkong (2014)

Certificate of Undergraduate Intensive English Language Study Program

University of Notre Dame, Indiana, U.S (2011)

Completion Massive Open Online Courses (MOOC):

Social Media in Public Relations - National University of Singapore (2016)

Introduction to Marketing - University of Pennsylvania, Pennsylvania, U.S (2015)

EMPLOYMENT BACKGROUND

Intern Regional Coordinator

2016 – current

Unitec International Office

- Develop insights to promote Unitec and New Zealand education in Vietnamese market
- Recruit and connect with Unitec Vietnamese alumni to share studying experience to new students
- Write and translate communication documents (brochure, poster, video script) about Unitec into Vietnamese language

Radio Host

9/2016 – current

Passionate Vietnam - Otago Access Radio

- Create radio content presenting values of Vietnamese culture, language and history in New Zealand
- Present live the programme on radio channel
- Create and manage social media content (news, photos, videos) for the Passionate Vietnam Facebook fanpage

Event Assistant

2015 – 2016

Personal and Professional Development Programme - Unitec Institute of Technology,
New Zealand

- Developed communication strategies, target audience profiles, tools and messages in collaboration with partners (students, businesses, Unitec staff)
- Created and developed social media content (news, photos, videos)
- Assisted event management (planning events, monitoring multiple logistic works and contributed ideas to organise and promote various events)

Co-founder and Communication coordinator
CHUM mentoring non-profit organisation, Vietnam

2014 - current

- Lead a team of 3 staff and involve in communication strategy and organisation decision making, including policy and purchasing decisions
- Plan, implement and evaluate public campaigns, branding strategies and crisis management related to youth mentoring
- Create and manage information publishing on CHUM website and other social media channels

Journalist

2011 - 2015

Tuoitre National Newspaper, Vietnam

- Carried out news, articles and features related to social issues posting on newspaper and online news website
- Assisted live online reporting in important events and ceremonies
- Organised and managed training sessions for interns

COMMUNITY EXPERIENCE

Co-founder and Program Coordinator

- Give2Give project - English tutoring project for young activists in South East Asia - sponsored by Youth South East Asian Leaders Initiative (YSEALI) Award
- News Literacy Vietnam - sponsored by U.S Department of States

Event assistant, sale assistant and office volunteer

- The Salvation Army New Zealand
- Garden to Table New Zealand
- Oxfam Trailwaker New Zealand
- New Zealand Breast Cancer Foundation

AWARDS

New Zealand Scholar Awards

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Aid Programme - New Zealand Ministry of Foreign Affairs and Trade

Team 1st Prize and 2nd Prize of Journalism Award 2014

Ho Chi Minh City Journalist Association

Vietnam Delegate - LEAD ASEAN Youth Summit 2013

Ayala Foundation and the United States Embassy in Philippines

Scholarship "The Youth Exchange Project with ASEAN Oceania" 2012

Japanese Ministry of Foreign Affairs and Japanese Overseas Cooperation Association

Scholarship "Undergraduate Intensive English Language Study Programme" 2011

U.S Department of States