

# DO NGOC HUYEN

Media assistant

An innovative and artistic creator very flexible to proactively adapt to upcoming trends. An eager learner with proficient technical skills and an analytics mindset opens to embracing new challenges. A strong team member, who is resilient, has high responsibility, can work under own initiative with the ability to make analytical judgments and deal with people at all levels and from different backgrounds. Highly organized and having eyes for detail, a dedicated communicator with ambitious broad experience looking to deepen knowledge of marcom.

## Experience

**Jan.2022 – Present**      **University Academy 92 - UA92 Global, UK**  
**Student Ambassador**

- Participated as presenter and editor in producing 04 audio podcasts for international students at UA92.
- Represented for UA92 students presenting in 02 global events for potential international partners of the UA92 on campus and 01 livestream event on social media with UA92 partner in Hong Kong.
- Presented in 02 online pre-departure webinars for freshmen

**Jul.2021 - Sep.2022**      **TLP MEDIA, Vietnam**  
**Video Editor (Remote)**

- Working with clients and editing 10-20 vids/months according to customer's briefs.

**Jun.2021 – May.2022**      **TEDxULIS, Vietnam**  
**Communications Department – Content Creator**

- Collaborated with content team to conceptualized campaign theme.
- Landed new Facebook page for the event, achieved +6,5k likes and +6.9k followers after the 04 months launching
- Generated daily content about social concerns of Gen Z to help young people orient themselves in the new era.
  - Contributed 05 promotion posts and 03 academic writing, in which, 01 got +300 reactions and 02 others got +100 reactions

**Jul.2021 – May.2022**      **FUTURE HOTELIERS ASSOCIATION, Vietnam**  
**Head of External Relations Department**

- Administered and trained a team of 03 permanent members to execute sales process.
  - Successfully lead team to contact and cooperate with 10 guest speakers at C-level manager from global and domestic hotels in Vietnam to celebratedly organized Hospitality related conferences.
  - Excellent immediately solving communication issue when successfully managed to handle invitation email twice problem to 05 partners, gained 02 potential partners for the following event.
- Generate professional content for LinkedIn channel
- Coordinated with board of manager and academic advisor to build organization SOP, implemented, supervised, and evaluated the operation process monthly.
  - The organization has become the main event support partner of the Foreign Trade University, in charge of 02 partnership seminars, 05 career orientation programs for students after one year established.

**Otc.2020 – May.2022**      **FBA Elite Student Association, Vietnam**  
**External Relations Department - Brand Executive**

- Executed Sales process including market research, building proposal, negotiating for sponsorship. Proactive delivered partnership assets and managed external relationship with local press.



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## Achievements

**Ambassador Scholarship** awarded by  
**UA92 Global**

## Skills

### Technology

- MS Office (Advance)
- Google applicant (Advanced)
- CRM  
Airtable, Snovio, SignalHire, Mailtrack, Mail merge, Mailchimp
- Project management  
Trello, Notion, Studio Blinder

### Technical skills

- Adobe Package (Intermediated)  
Photoshop, Audition, Premier, After Effect, Lightroom, XD
- Camtasia (Advanced)
- Canva (Advanced)
- Photography
- Filming

### Project Management

Excellent time management, planning, organizational and problem-solving skills. Ability to plan, schedule, prioritize to maximize achievement and attainment levels.

### Communication Skills

Working with multidisciplinary, international, and cross curricular teams. Ability to interpret and explain complicated information in writing or face to face, working efficiently and professionally with people at different levels.

### Resourceful, Conscientious & Eye for Detail

Setting high expectations, promoting good progress, maintaining high standards and accurately using creativity to devise appropriate, interesting, and meaningful differentiated learning activities and resources.

- Cooperated with AIESEC in Vietnam to organize online **E-Commerce** career orientation webinars: CVR is 80%, +400 virtual viewers/webinar.
- Successfully negotiated with BCA Livings, an e-commerce platform, as revenue sponsor and ADSangtao.com, Ivolunteer, BrandsVietnam as media partnership.
- Contacted and managed the relationship with Founder of tech start-up, uCall and CEO of fintech start-up, GIMO to organize orientation conference about current potential start-up market for students.
- Organized a virtual career fair with 04 intensives room, attracted +200 participants, CRV reached 60% and viewer retention rate: 100%.
- Being Moderator for an intensive room in Career Explore Program.
- Development of effective email marketing campaigns for conference and events.

**Oct.2020 – Otc.2021**

**TOMORROW ENTREPERNERUS CLUB, Vietnam**  
**Communication Department – Content Creator**

- Conducted market research, identified customer insight, built customer persona for Kawai Business Startup (KBS) Competition and related activities.
- Collaborated with content team to brainstorm, planed and produced integrated media campaign for KBS 2021.
- Contributed copywriting daily contents about Business and Startup.
  - Generated 03-05 business news/ case studies per week, including content writing and graphic design.
  - Daily promotion posts during campaign.
- Produced media products, assisted media teams in photoshoot, filming
- Managed social channels and analysed traffic to optimize new content.
  - 01 official website
  - 02 fan pages on Facebook: +200.000 followers
  - 02 community groups about Economics & Entrepreneurship: +8.000 active members.
- Organized online/offline events
- Successfully organized an online KBS event:
  - Reached 3.000 views on both official platforms of the event within 01 hour of broadcasting, 6.000 interactions with the online event, reached +80.000 followers, +22.000 interactives at the livestream Grand Final.
- Managed the publish relations with PR agency, press and external partners.
- Designed and managed email marketing channel, managed customer data.

## Education

**University Academy 92**

2022/24

- BA (Hons) Media and Communications
- **Student Ambassador**