



# HIEN THUC LE

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## OBJECTIVES

Highly motivated communication professional with specialization in brand management, along with over 2 years experience in developing content for multiple platforms. Currently seeking a marketing and/or content officer position to utilize my writing skills and sharpen my expertise in online marketing.

## SKILLS

- Content creation
- Writing and editing
- Adobe Photoshop (basic)
- Attention to detail
- Time management
- Research
- Working in diverse teams

## QUALIFICATIONS

**Master of International Business**  
RMIT University | 2018 - 2020

**Bachelor of Professional Communication**  
RMIT University | 2014 - 2017

**Bachelor of English for International Relations**  
Diplomatic Academy of Vietnam | 2012 - 2016

### Languages

- Vietnamese (native)
- English (IELTS 7.0)
- Mandarin Chinese (HSK5/HSKK Advanced)

## EXPERIENCE

### CAREER BREAK

*Mar 2021 - Present*

- Took time off to recover from accident.
- Narrated, wrote script and conducted marketing for the game Counter Attack Therapy.
- Translated articles from Vietnamese to English for VnExpress International as a freelancer.
- Ran two blogs about professional development and travelling.

#### **Achievements:**

- Generated over 200 downloads and 5 press features for Counter Attack Therapy.

### LIFE HACK AMBASSADOR

*RMIT University | Jul 2020 - Dec 2020 | Melbourne*

- Make small Instagram-style videos, social media posts and blogs on the topics of Transport & Getting Around/ Exploring Your Suburbs.
- Developed new activity ideas for the Mates at RMIT program.

#### **Achievements:**

- Produced 2 videos, 5 social media posts & 1 blog post featured on the Mates at RMIT website/Instagram.

### MARKETING EXECUTIVE

*Apax Leaders | Oct 2018 - Jan 2020 | Hanoi*

- Developed, planned and managed online and offline contents for academic programs.
- Co-produced series Talk Apax and Apax Show and Tell.
- Assisted in proofreading, translations and subtitles for internal magazines and promotional videos.

#### **Achievements:**

- Helped company registered 70 students to join study tours in Australia, Singapore and the UK in 2019.
- Produced 6 Talk Apax episodes and 3 Show and Tell episodes, some achieved over 100k views.
- Generated over 80 registrations for the Cambridge English mock tests through a new landing page.

### EVENT & COMMUNICATION ASSISTANT

*RMIT University Hanoi | Feb 2018 - May 2018 | Hanoi*

- Generated website content and email marketing for Personal Edge program, Career Week and professional networking events.
- Assisted in budget planning, logistics and administrative procedures.

## AWARDS

### Professional Communication Award (team award), Transparent Creative Showcase 2016

*Centre of Communication & Design, RMIT  
University Vietnam*

- Awarded Campaign of the Year for  
Anti-Tough Love campaign

## INTERESTS

- Blogging/Vlogging
- Foreign languages
- Making crafts
- Landscape photography
- Travelling

### **Achievements:**

- Helped department recruit over 150 students for Personal Edge workshops and 100 students on average for each networking event.

## MARKETING INTERN

*S&W Consulting Group | May 2017 - Aug 2017 | Melbourne*

- Generated website and Facebook content on the topics of study and life in Australia.
- Developed interview scripts and shootings for student competitions.
- Assisted in email marketing and data collection.
- Achievements:
- Helped company attracted over 130 students in Vietnam to join BAY Eloquence Competition.

## PEER MENTOR

*RMIT University | Feb 2017 - Jun 2017 | Melbourne*

- Assisted students in beginner Chinese levels with study tips and learning resources
- Co-organized Chinese language exchange sessions at RMIT

### **Achievements:**

- Helped 15 students in Chinese 1 and Chinese 2 courses improved their writing, speaking and vocabulary skills.