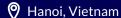


HIEN THUC LE

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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.