



# TUYET SANG LAM

## SOCIAL MEDIA

### ABOUT ME

A new graduate with a strong passion for the Media and Entertainment field, coupled with a proven ability to work as a team and demonstrate leadership. Seeking opportunities to leverage theoretical knowledge and practical skills to contribute to impactful campaigns and communications initiatives, while nurturing a strong ambition for growth within the industry.

### CONTACT

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📍 District Phu Nhuan, HCMC

 [Linkedin Profile](#)

### EDUCATION

2020-2024

**VAN LANG UNIVERSITY**

- Bachelor of Public Relations
- GPA 3.28/4

### SKILLS

- Social Media Savvy
- Content Creation
- Event Planning/Coordination
- Trend Research
- Strategic Thinking
- Attention-to-detail
- Communication Skills
- Interpersonal Skills

### LANGUAGES

- Vietnamese (Fluent)
- English (Intermediate)

### REFERENCE

Available upon request

### WORK EXPERIENCE

#### MANH HUNG Group

MARCH 2024 - NOW

Public Relations Intern

- Develop scripts for content to be posted on the websites of company subsidiaries.
- Collaborate with multiple teams to create comprehensive plans for the company's 25-year anniversary celebration.
- Conduct research to gather pertinent information for law-related content.

#### SKYLINK Group

MARCH 2023 - MAY 2023

Public Relations Intern

- Write scripts for videos and posts on the company's websites (Hanvely Vietnam and Hoai An Beauty).
- Work closely with designers to develop materials for the company's marketing campaigns.
- Serve as a consultant and primary representative, embodying the brand presence of Hoai An Beauty at the "Lat Mat 6" premiere.
- Participate as a supporting member in two volunteer programs called 'Thap sang que huong' and "Football Championship".

### ACTIVITIES

#### Master of Ceremony Volunteer

@ WCA Vietnam Championship

July 2023

- Introduce each segment of the event, provide concise and precise instructions for participants in both Vietnamese and English.

#### Content Creator Volunteer

@ Saigon Hotpot

November 2022 - February 2023

- Brainstorm creative ideas, generate engaging content and respond to comments or enquiries on TripAdvisor website

#### Backstage Staff Volunteer

@ The Unishow - Choose Your Destiny

June 2022

- Provide assistance to show artists and maintain backstage area safety.

#### Sales Planning Team Leader

@ Van Lang Show: Spring PR 2021

January 2021

- Develop and execute a marketing strategy to achieve a KPI of selling 200 servings during the show.