

THANH TU LUC



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" Hope for the **BEST**. Prepare for the **WORST** "

CAREER PATH

A Content Creator for social activities with over a year of experience and a Story Writer for entertainment events. Skill at creating web content, planning event-media promotion. Aim for a PR / communication career path by developing personal strengths and business branding using storytelling.

LEARNING MILESTONES

Content Creator YouthSpeak Series Event

360 attendees
3 universities
8,3 - 9,2 / 10 of content satisfaction
529 form registered
2 on-campus and 1 virtual event

- Accountable for event content, the concept, topic, and storyline of the project.
 - Brainstormed, researched, and analyzed topics for the three events in the university tour project.
 - Finalized agenda activities to ensure the content message delivery and stakeholders' benefit
 - Pre-event supported for logistics
 - Held the position of MC
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Alumni Relations National Manager AIESEC in Vietnam

1 national booklet guideline
4 local branch guideline sessions
9 local branches online campaign

- Managed website display brief overview, streamed the local branch online campaign through national social media channels, and summarized a monthly report.
 - Developed effective tracking results systems and weekly corporate communications to cater to exchanges, communication, and collaborative learning spaces between regional branches.
 - Created a local branch awareness of alumni engagement with a national guide to all-stage activities Prepared newsletters to inform the upcoming activity for stakeholders.
 - Analyzed survey report to distribute to groups of users for best practice.
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Customer Experiences Senior iGTe product AIESEC in Vietnam

3 foreign customers
3 offline events and 1 virtual event
1 booklet of Covid scenarios about legality

- Responsible for cultural exchange events to engage with customers and deliver enjoyable experiments while using the organization's product.
 - Introduced Vietnam cultures to clients by newsletter, article, and event promotion on group channels
 - Created validity customer engagement activities by developing, planning, and editing the customer flow quarterly.
 - Supported legality materials for foreigners to work in Vietnam as an English teacher.
 - Searched and analyzed legality materials in pandemics for scenarios and opportunities.
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Head of program and content_Talkshow

204 form Registration
100 participants

- Provided knowledge about the event by creating an event storyline is "the truth about the event if you want to live with this job."
- Prepared documents for the adoption of the location loan; and proposal acceptance by stakeholders
- Negotiated contracts with conference site providers that came in complimentary beverages.
- Organized participants, accommodations, logistics, and staff for the entire program process

MORE ABOUT ME

1. Currently have a Portfolio website (English) and Personal website (Vietnamese) on WIX, which intent to mark the beginning of the career path and breakthrough opportunities.
2. Have a sense of art, view the picture gallery here or all designs I have made.
3. Can also use basic video editing by FilmoraShare.
4. Soft skills experiments:

Teamwork

I used to be in a Media club and hosted many entertainment events (Welcome Day, Music Production, Concert); Recommend as a team member with a positive, enthusiastic, and more ambitious attitude while working. Furthermore, as a team, I focus on the capabilities of the participants and the stakeholders' experiences.

Problem-solving

Used to work under the pressure of legitimacy and had experience in event organization. My strength is optimism, initially creating a risky plan, considering many aspects that can affect many stakeholders, and figuring out the final problem to be solved.

Communication

I have used digital tools such as Slack, Meet, and Google Notes to interact with teammates in the virtual age. With over a year of customer care experience, I know the CRM (Customer Relationship Management) I should communicate with customers and stakeholders.

Detail-orientation

Held the position of Event leader and Program head, I believe the more I prepare, the more satisfaction I can bring back to participants, which is the result I aim for. To set a clear sight of work is to have a well-prepared working system that I can control.

EDUCATION

Hoa Sen University in Vietnam | 2019 - 2020

Major: media and production management.

Hoa Sen University has provided me the best Social Activities, which helped me gain lots of Event Planning and Professional Working styles. Here I can approach the knowledgeable lecturers and professors who are willing to find the most suitable learning materials.

Achievements

Head of Program EVENT INTRODUCTION Talkshow | December 2019

Invited Guest Speaker - an Expert on Planning EVENTS - for sharing their own experiences, lessons related to the Event topic. Attracted more than 145 forms signed up for Speech Day.

Copy Writer THE UNTOLD STORY Hoa Sen Uni | April 2020

Come up with ideas for format and planning detail content for Talkshow, which is the main topic is about Career Orientation by Hoa Sen Alumni. Content compilation and Effect notes are my next steps to complete the final media product.

Core team member for Welcome Day | May 2020

Set up the club's booth and format the activities to welcome newcomers.

Humber College | 2021 - present

Major: Public Relations

Humber College's program provides applied learning and develops skills in professional business writing, strategic communications planning, presentation skills, social and digital media content development, social and digital media analytics, media relations, research, agency public relations, government relations, and crisis management.

VIEW MY WORK

