

PROFESSIONAL SUMMARY:

- A Media Specialist with over five years experience in Social Media Communication, Digital Content Production and Broadcasting Journalism.
- Experience managing and implementing social media campaigns, especially for youth and climate action advocates.
- Ability to participate in many stages of content production, from inception to completion (script writing, interviewing, video and sound post-editing with Adobe CS, and designing with Canva).

AREAS OF EXPERTISE:

- | | |
|-------------------------------|-----------------------------------|
| ✓ Digital Content Production | ✓ Adobe Creative Suites |
| ✓ Video Recording and Editing | ✓ Sound Recording |
| ✓ Social Media Communications | ✓ Graphic Design |
| ✓ Strategic Communications | ✓ Website Creation and Management |

PROFESSIONAL EXPERIENCE:

CERES

Media Intern | Sep - Oct 2022

- Produce digital content (photo, video and copywriting) for social media use;
- Provide feedback on website content and design;

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Media Intern | Aug - Sep 2022

- Conduct interviews and edit short videos;
- Take candid photos for the company's website;
- Design needed materials for social media content;

United Nations Development Programme in Viet Nam

Communications Consultant | Jan 2021 - Jun 2022

- Monitor and evaluate strategic communication;
- Produce interviews, take photos, record and edit videos, design communication materials;
- Produce social media content for online and offline campaigns;
- Manage social media campaigns across channels;
- Collect, develop and draft articles, press releases and human-interest stories to further the project's work through both web-based and traditional media;

United Nations Development Programme in Viet Nam

Communications Intern | Sep - Dec 2020

- Produce digital content to disseminate the Youth for Climate initiative among Vietnamese youth;

- Contribute to the rolling-out of Mission 1.5 in Viet Nam and ensure maximum reach;
- Design the communication materials (banners, infographics, brochures, etc.) for the project;
- Manage social media campaigns across channels;
- Collect, develop and draft articles, press releases and human-interest stories to further the project's work through both web-based and traditional media;

VTV7 (National Educational Channel) - Vietnam Television Station

Broadcasting Reporter & Editor | Jun - Oct 2019

- Research and write TV show scripts for the TV show allowing high-school students to experience a day working as interns in different fields;
- Select appropriate candidates and interview them;
- Manage materials such as camera footage, dialogues, sound effects, graphics and special effects to produce a final film or video product;
- Work closely with the director to achieve the desired results;

VTV24 (News Centre) - Vietnam Television Station

Broadcasting Reporter | May 2018 - Feb 2019

- Research and write scripts for three community TV programmes for children and poor people;
- Conduct interviews;
- Manage materials such as camera footage, dialogues, sound effects, graphics and special effects to produce a final film or video product;
- Work closely with the director to achieve the desired results;

NAH Media Joint Stock Company

Marketing Content Writer & Project Planner | Nov 2017 - May 2018

- Manage and copy-write content for NAH's Facebook pages;
- Propose PR and Marketing plans; execute media plan for the highest communication outcomes;
- Monitor projects' processes, identify projects' difficulties and solve problems;

VTV7 (National Educational Channel) - Vietnam Television Station

Broadcasting Intern | Feb 2017 - Nov 2017

- Research and write TV show scripts for the TV show allowing high-school students to experience a day working as interns in different fields;
- Select appropriate candidates and interview them;
- Manage materials such as camera footage, dialogues, sound effects, graphics and special effects to produce a final film or video product;
- Work closely with the director to achieve the desired results;

RELEVANT PROJECTS:



Short film



Company Introduction Video



Podcast



Writing



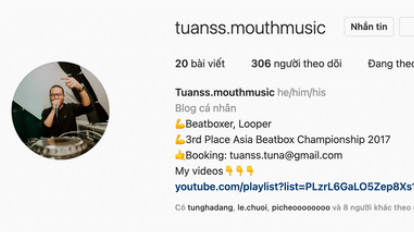
Writing



Writing



Website Creation



Social Media project



Social Media project

EDUCATION:

2020 - 2022 | Swinburne University of Technology

Master of Media and Communications - Social Media Management and Advanced Media Practise (major)

2013 - 2017 | Academy of Journalism and Communications

Broadcasting Journalism

REFERENCE:

Ms HIEN Bui Viet - bui.viet.hien@undp.org

Programme Officer - United Nations Development Programme in Viet Nam

Dr DIANA Bossio - dbossio@swin.edu.au

Associate Professor - Swinburne University of Technology

Mr ANTON Roe - Anton@emmgr.com

CEO - Emmgr

MY SOCIAL MEDIA:

LinkedIn: [Linh Le](#)

Instagram: [linhle](#)