



# VU THI QUE LAM

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My versatility enables me to learn and work in proactive and dynamic environments. During more than 3 years of personal development and change, I have been and will be orienting my development in projects in the creative industry, education, community projects, university journey and freelancing scope.

## Work Experiences

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### FPT Software

Feb 2024 - May 2024

#### Communication & Event Intern

FPT Software is a member company of FPT Group. Established in 1999, FPT Software is currently a company specializing in providing software services and solutions to international customers, with more than 28,000 employees, present in 27 countries globally. For many consecutive years, FPT Software has been voted the Most Popular Employer and among the TOP companies with the best working environments in Asia.

- Participate in proposing, planning, and organizing internal group events
- Plan and Communicate internal corporate events across channels
- Participate in supporting the management and development of the internal online communication platform including: content writing, visual design and minigame organization.
- Participate in general activities of the department.

### True North School

Dec 2023 - Feb 2024

#### Registrar Intern

True North School (TNS) is an international inter-level school, the first K-12 school in Vietnam to place the STEAM method at the heart of education. True North School wants to improve the quality of education for students in Vietnam, orienting them to comprehensively develop personality, knowledge, physical health, and global citizenship values.

- Assist in document preparation following requirements from Department/Ministry of Education and Training
- Responsible for communicating with the Department/Ministry of Education and Training, teachers and students via email.
- Support building themes and content for external and internal events
- Edit and draft documents in accordance with Department/Ministry's standards in English and Vietnamese.
- Coordinate to prepare for the mid-term and final exams
- Assist in data input and report preparation
- Work with the Marketing and RnD departments to plan school events and activities

### CHUS E-commerce platform

Sep 2023 -

#### Content Creator - Planner

CHUS is the first e-commerce platform in Vietnam, specializing in distributing "made in Vietnam" handmade products, aiming to provide users with quality, unique, and environmentally friendly products. with inspirational stories behind them.

- Communicating with clients and analyzing the brief to understand the style, theme, scope of work, budgets and timelines.
- Coordinating teams to meet project deadlines.
- Create content for blog posts and viral videos for the brand's social networks.
- Supporting research & built the target audience profile, big ideas and develop strategies plan.
- Link of video & product: <https://shorturl.at/kvET5>

### University Medical Center HCMC

Jun 2023 -

#### Planner - Researcher

Established since 1994, University Medical Center (HCMC) has consistently been a reputation healthcare destination for millions of patients.

- Analyze and compare client performance with competitors in the same industry using SEO tools
- Evaluate and provide solutions to improve parameters and visibility
- Come up with an idea for a 3-month campaign to increase sales and awareness
- Develop content and plan content creation based on the given budget and intended budget
- Link for product and content plan: <https://shorturl.at/bctA0>

### RMIT Music Club Hanoi

Jul 2022 - Feb 2024

#### Marketing Executive

With the endeavor to create more art space for musical passion, RMIT Music Club aspires to promote the RMIT Student brand beyond our campus, through which the club aims to not only improve and enhance musical talents but also event management abilities among club members. The club aspires to establish robust connections between gifted musical talents and professional musical networks.

- Responsible for planning content and directing image production for all social networking sites.
- In charge of responding to messages, consulting on invitations for media cooperation and events internally and externally.

- Write content and ensure consistency, transparency and grammar for each post.
- Urging and ensuring the progress of each member's plan implementation.
- Participate in coming up with concept ideas for music shows and assist in event organization stages with other departments in the club.
- Successfully organized the Segno 2023 Music Show in conjunction with the Hanoi Youth Organization and the Arts Network to raise funds to support young children and single mothers in difficult circumstances in Ba Dinh district, Hanoi with profits from the show, with the participation of more than 170 guests.
- Implemented a successful marketing campaign with the achievement of selling out 100 "Lãng" Minishow's tickets within 3 hours of posting the announcement.
- Achieved 3.3K subscribers, page likes and 312.465 reach breakdown from organic.
- Increased content interactions by 78.8% and link clicks by 24.2%.

## Education Level

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**RMIT University Vietnam - Ha Noi**

Oct 2021 - Feb 2025 (Expected)

*Bachelor Degree in Digital Marketing, 2.50/4.00*

## Club Experience & Extracurricular Activities

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**RMIT Business & Finance Club Hanoi**

Mar 2022 - Jul 2023

*Operation & Logistics - Media member*

One of the most reputable academic clubs at RMIT University Vietnam with 16 years of operation.

- Work with R&D and HR team to plan the event.
- Prepare, preserve and arrange equipment and facilities for the event.
- Quotes, statistics, records receipts for props.
- Assists in monitoring budgets, workflows, and similar items as assigned.
- Control and direct media content to ensure consistency of articles on fanpage.
- Advertise events, seminars and major competitions organized by the club.
- Work with clubs inside and outside the school to support communication.
- Come up with ideas, themes and content of the 'Future Business Analyst 2023' competition. The contest attracted nearly 900 participants from more than 60 universities in Vietnam and internationally, reaching 900,000 people on media and social platforms as well as connecting with many sponsors.

**RMIT Volunteer**

- Present

- Volunteer for RMIT Graduation Ceremony 2022, Career Fair 2022, Carnival 2022, Graduation Ceremony 2023, Experience Day 2023.
- Support for economic seminars such as 'Future Business Analyst 2022', 'Investment in Recession' Conference 2022, 'Start-up: Reward or Regret' Conference 2023.

## Skills, Achievements & Other Experience

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- **Hard Skills:** Proficient in MS Office, Canva / Basic skills in design, photo and video editing.
- **Soft Skills:** Analytic and Problem-solving skill / Coordination and teamwork / Communication skills