**Bien Chuc An**

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**EXPERIENCE**

**Content Creator**

Saphire | Hanoi, Vietnam Jul. 2023 – Dec. 2023

* Developed and executed daily content ideas, driving engagement across TikTok and Instagram pages with over 30,000 followers.
* Managed content calendars and organized daily posts, utilizing data-driven approaches to optimize performance.
* Participated directly in photoshoot sessions, contributing to detailed planning and creative direction.
* Recorded, photographed, and edited videos of products for social media, analyzing engagement metrics to refine strategies.

**Project Consultant** Jul. 2019 - Jan. 2021

Espelune organization | Hanoi, Vietnam

* + Creating a marketing plan, Project Profile, and budget plan from spring 2020 to spring 2021.
  + Raised 4,500USD+ project funding during COVID-19.
  + Managing project cash flow and working to maintain relationships with investors and partnered influencers.
  + Giving consultation for event planning, design, and website building.

**Project Staff**

PPS Vietnam | Hanoi, Vietnam Jul. 2023 – Nov. 2023

* Participated in the entire project implementation process including ideation, contact with stakeholders such as school leadership, vendors, teachers, students and speakers, synthesizing and review data, checking administrative documents.
* Monitored project progress using data analysis tools to ensure timely completion and adherence to timelines.
* Synthesized and reviewed data for reporting and decision-making, ensuring that administrative documents were accurate and up-to-date.
* Collaborated with universities and secondary schools across Vietnam, including HUMG, TLU, BAV, and Nguyen Du High School.

**Manager** Sep. 2019 - Aug. 2020

“Are you Motivated” Campaign | Hanoi, Vietnam

* + Built the campaign's plan, drafted ideas, and set achievable goals for the project.
  + Managed the project's operation process.
  + Coordinated and delegated tasks for the project's 40+ members from different age ranges.
  + Managed social media platforms, analyzing data to enhance campaign reach and engagement.
  + Partnered with reporters from national television channels and made appearances in national broadcasts.

**Head of Event** Aug. 2020 - May. 2021

The Olympia Highschool | Hanoi, Vietnam

* Bridged ideas between students and the school and led the event team to organize events throughout the school year, including important school events such as Olympia Teacher's day, The Stage, and May Musical.
  + Designed and implemented nine event plans from scratch.
  + Coordinated a team of 70+ students throughout five events.
  + Raised and managed 2,000USD+ through fund-raising activities throughout the whole year.

**President/ Founder** Aug. 2020 - May. 2021

Olympia Business Club | Hanoi, Vietnam

* + Established the club's objectives and led weekly activities and events.
  + Networked to seek guest speakers to design an interactive learning program for the club.
  + Organizing start-up competitions, including inviting judges and guest speakers.
  + Chaired a school's open discussion on the topic: The future of business.

**EDUCATION**

**The Olympia International Highschool** Aug. 2017 - May. 2021

**RMIT University** Mar. 2022 - Jun. 2025

Bachelor of Business | Minor: Digital Marketing

Relevant Coursework:

* Business Statistics (Excellent results): Developed strong analytical skills, proficient in statistical analysis, data interpretation, and Excel-based reporting.
* Market Research (Excellent results): Gained expertise in consumer behavior analysis, data collection methodologies, and market trend analysis.
* Consumer Psychology and Behavior; Marketing Principles; Strategy; Work in Global Society; Digital Content Creation; Digital Marketing Communication; Social Media and Mobile Marketing; Digital Business Development.

**IELTS**

7.0

**SKILLS & ABILITY**

Data gathering and Analysis | Advanced Excel Skills| Project Planning and Management | Team work|Canva|Adobe|Editing|Microsoft Office|Active-Learning|Creativity | Communication|Critical Thinking|Time & General Management