



## Recruitment Application Form

***Dear Applicant,***

*Hello \*waves\*! Thank you for your interest in us!*

*We assume that our application form is time-consuming and quite complex, so it is important that you prepare well before filling it in.*

*Firstly, the form should be completed in English.*

*Keep in mind that your application form is our only means of assessing your capabilities and screening candidates for an interview. Therefore, be accurate and attentive to present yourself successfully. Be selective, concise, and relevant in your answers. Consider what each question is asking and use examples from your academic, work, and social experiences to demonstrate that you are ready for the responsibilities, relationships, and tasks that ZEE and our clients require. Please use a different example for each question.*

*Your form will initially be reviewed by our HR/Recruitment team.*

*Please send the completed application form by replying to this email.*

*We wish you every success in our selection process!*

**ZEE HR Team**

Position applied   Copywriter Intern

**A. Section 1: Personal Details**

**PERSONAL INFORMATION**

Full Name: Nguyễn Ngọc Vân Anh		Date of availability: 3/9/2024	
Gender: <input type="checkbox"/> Male     x Female		Nationality: Vietnamese	
Date of Birth: 30/01/2003		Place of Birth: Hồ Chí Minh	
ID Number : 079303014940		Date of issue:	Place of issue:
Telephone: 07077771236		Email: vananh.working30@gmail.com	
Contact Address: Bùi Đình Túy phường 12 quận Bình Thạnh			
Permanent Address: Bùi Đình Túy phường 12 quận Bình Thạnh			

**EDUCATION BACKGROUND**

Level	Name of Institute	Period		Major
		From	To	
High School	Gia Định High school	2018	2021	
College/Uni.  (** Please specify your academic year, and the number of session required per week.)	University of Economics and Law	2021	2025	Marketing
Advanced Edu.				
Courses attended	MindX	2024	2024	Content Conversion
Extracurricular Activity	Spring Volunteer Communication Club	2021	2022	
English levels: <input type="checkbox"/> Basic   x Conversational <input type="checkbox"/> Proficiency				
English certificate (if any):     IELTS ( OVERALL: 6.5)				

## EMPLOYMENT RECORD

Period		Company Name	Position	Job Description	Salary	Reason of leaving
From	To					
06/2022	12/2022	La Maison Wine Dining	Content Writer	Collaborate with product managers, developers to make content plan for a month  Conduct user insights and create user personas and journey maps.  Retouch photo and typography	4m	Want to challenge myself.
01/2023	06/2023	Quizzzy study time	Tiktok Assistant	Collaborated with designer and editor to make a post on Instagram and clip Tiktok.  Research insight to conduct content plan for a month  Work with client to create script for booking job	6m	Don't feel compatible with her working style.
06/2023	09/2023	Iris Data Driven Marketing Agency	Marketing Intern	Update data on the client website ( Gas South)  Help to research and adding content on website via Figma  Translate the website content from Vietnamese to English	3m	Ending of the internship, don't have any position to up level

### **B. Section 2: General Assessment**

These questions are designed to provide insight into how you handle challenging situations and your personal views. Please answer them using examples from your academic, social, or work experiences.

1. *Please describe yourself in an innovative and impressive manner, using approximately 200 words.*

“Brave people reach out to help, cowards only know how to offer gifts” - Stephen King. It's the quote that I like the most, because it motivates me to step into the unknown to become a brave one. About myself, like the other intern, I'm a fourth-year student and I'm also open-minded to learn, willing to help, talk less - do more. Before I applied for the Copywriter Intern position, I had prepared for

myself execution experience and observation experience. I had experience in building content plans ( for example: content plan for QCC Mastery Hub. Firstly, I had to review the meta data last month, note down the growth and decline of each pillar. Create the key message and the goals for each plan. Then I try to use an old pillar that works well, avoiding the angle that was boring last month. ), writing social media posts ( for La Maison Wine Dining. Firstly, I research the competitors, note down the implementation, try to apply that format of content - not copy it- for La Maison Wine Dining), and I know the process of a copywriter in an agency via observation. That is nothing much but I believe a great mindset, especially the willingness to learn and dedication, are the most important things to fit in a corporate. A brave person may search for challenges, not for the helpers.

2. *Tell us about your interest in the field of communication. What specifically draws you to this area, and why are you interested in pursuing a career in an agency? Additionally, how do you envision the working environment in such a setting?*

When I was 8 years old, I had my first impression in the field of communication. I was impressed by the TVC of Comfort ( the story of Andy & Lily). When I was in grade 10th, I was trying to sell some cookies and cheesecake that I made by myself. Throughout the selling period, I realized every single post I posted on my social media, specified the power of words, and it directly affected my selling revenue. Since then, I have learned how to communicate with customers via social media posts. Then I found out that “WORDS ARE DANGEROUS”, we can lead customers to meet our desire and we also mislead the customer and lost all of our credibility just by writing vague content. The more I research about words, the more curious I am. It's nothing better than an agency to help me improve my skill and enhance my knowledge. Agencies offer a unique opportunity to work on a variety of projects. Of course, working in an agency forced my brain to stay awake and brainstorm all the time so my creativity can't be declined. I envision the working environment can be described in 2 words: fast pace. It might be very stressful because the clients are waiting and we don't have much time to learn. It might require quick adaptation, I can imagine the agency looks like a workshop, every person in that agency is a worker, and the process of a project like a production line. Lastly, it requires responsible people, because the product line can be broken if one worker doesn't focus on his work.

3. *Describe ONE advertising campaign that impressed you the most and explain why you loved it.*

I love Duolingo! And the way they can afford to make the campaign is really amazing. The one I impressed most is The Unignorable Notification, OOH campaign. By social listening report, they knew people appreciated that Duolingo sent push notifications to remind them of their learning. However, they choose to ignore these “spam notifications” even if it has funny content. They came up with the idea to make a notification that can be ignored anymore. “The Unignorable Notification” campaign was to identify those users who for some reason had stopped using the platform — and were ignoring the app's mobile notifications — and bring them back. Duolingo conducts out-of-home advertising by creating digital drones as flying billboards. These innovative push notifications targeted students who hadn't practiced their language lessons for a significant duration. By analyzing student data, Duolingo identified potential candidates, determined their language preferences, and located them. This data approach resulted in a highly effective campaign that not only garnered attention but also generated over 500 referrals from friends and family. I love it because it makes me feel surprised and funny. I also admire the creativity of Duolingo’s team. Normally, people can bring back the customers by some promotions campaign, showing the consumers their profit. However, Duolingo “plays hard” on customers by showing the bad sides.

4. *Some people have said: “It is possible that the “healing” trend inadvertently worsens youth vulnerability.”. Please give your individual perspective on this statement*

I don't like to judge anyone's lifestyle. Everything they do must have an unknown story behind. However, in my perspective, the “healing trip” can't be a trend if people don't agree with that point of view. The reason they agree may be because they have many chances to explore the working style and lifestyle on a global scale. Many oversea corporations encourage their employees to have a vacation, so they can work better when they get back. For example, Samsung's employee can have some days-off after a long project. The healing trip can help them to get more healthy dopamin. The more happy employees are, the more the corporation can grow. Moreover, from the perspective of vulnerability, it depends on the life goals. There are still many young people like me, trying to “vượt sóng”, and achieve our targets step by step. However everything should have a limit, if we can control our desire to enjoy life, we will lose all we got.

5. *Please provide a creative idea for a dream internship program that will attract talented members of Gen Z.*

We are Gen Z, we are here to learn, to try, to fail and to be in charge of. Many of us wish to have a place where we can freely raise our ideas. The point is we need the one who can show us why we failed ( of course our failure doesn't affect the revenue of the company). So the creative idea is SIMULATOR PROJECT. The difference from the project at our universities is we can use the company market research, tools, and system to solve the simulator project. Throughout the project we can have some advice, feedback, training sections from specific mentors. The benefit for the company is that they can create the simulator project quite the same as the real project that the company has to do. The company can freely use our ideas or pop up some interesting views from our projects. It is also the fastest way to help us adapt and get used to the job quicker but no decline in revenue or postpone the project.

### **C. Section 3: My MBTI Personality Type is**

ISTJ	ISFJ	INFJ	INTJ
ISTP	ISFP	INFP	INTP
ESTP	ESFP	ENFP	ENTP
ESTJ	ESFJ	ENFJ	ENTJ

<b><i>First Result:</i></b>	ISFP
<b><i>Second Result (if any)</i></b>	

If you haven't conducted a self-assessment of MBTI Personality before, you may do an online self-assessment for MBTI Personality. Here are a few links which we are suggesting.

- <https://www.16personalities.com/free-personality-test>
- <http://www.tracnghiemmbti.com/>

### **JOB EXPECTATION**


<b>Are you willing to work overtime &amp; weekends if requested?</b>  <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<b>Are you willing to travel?</b>  <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Expected Salary:</b> 4m	<b>Current Salary:</b> 3m

## **RECRUITMENT INFORMATION**

<b>Do you have any relatives working in ZEE?</b>  <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>Have you ever applied to ZEE before?</b>  <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>1. Reference Contact</b> Referee's name: Nguyễn Thị Xuân Quỳnh Organization: Quizzy Studytime Title: Influencer Telephone Number: 0378810145	<b>2. Referee's name: Dũng Quý Hoàng</b> Organization: Iris Data-Driven Agency Title: CEO Telephone Number: 0904437468
<b>How do you know recruitment information?</b>  <input type="checkbox"/> Facebook <input type="checkbox"/> LinkedIn <input checked="" type="checkbox"/> Adjobs <input type="checkbox"/> Glints <input type="checkbox"/> Referral <input type="checkbox"/> Media from the club  <input type="checkbox"/> Other:	

## **DECLARATION**

The information I have provided in this application is true to the best of my knowledge. I understand that my employment may be terminated at any time if I knowingly supply false information.

<b>Date</b> 1/9/2024	<b>Signature</b> 
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