

JENNIE NGUYEN

NGUYEN CONG THANH

Brand, Content & Integrated Marketing Communications Specialist

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2+ years of hands-on experience in brand storytelling, multichannel content, KOL and partner coordination, and AI-assisted content production across Vietnam and the Philippines.

SELECTED IMPACT

- HISPORTS: +750% Facebook view growth (20 May - 14 Sep 2026); supported 10+ B2B/wholesale leads during Mar - Oct 2026.
- 120+ multichannel assets planned and delivered in four months; communications coordination with 30+ business partners.
- Vietnam Sport Show 2026: 15M+ cross-platform campaign views (team/campaign outcome). Jennie Studio: 3.4M+ organic views for one self-produced TikTok.
- Bùng Sáng: 10M+ cumulative reach, a 2,000+ contributor network, and a WeChoice Awards 2024 Z-Project nomination.

EXPERIENCE

HISPORTS VIETNAM | 03/2026 to 10/2026

Content, Brand & Partnership Marketing Specialist
Full-time

Plan brand content and claim-safe product messaging across Facebook, TikTok, Instagram and LinkedIn; coordinate KOLs, partners and event communications.

Bùng Sáng | 2024-present

Founder & Communications / Editorial Lead
Non-Profit Community Initiative

Founder and communications/editorial lead of a non-profit initiative. Develop positioning, content pillars and flagship campaigns; coordinate five teams, media ambassadors and partners.

Astoria Plaza | 05/2024 to 03/2025

Marketing Communications (MarCom) Intern
International Hospitality Internship · Manila, Philippines

International hospitality internship in Manila. Propose ideas, write scripts and co-produce hotel video; one video recorded 5,300+ organic views.

Vietnam Travel Television Joint Stock Company | 2023 to 2026

Content & Production Coordinator
Part-time · alongside university

Part-time alongside university. Coordinate content and production schedules, media teams and HTV1 collaboration; Head of Content for Miss Cosmetic Vietnam and Miss Crescent Moon Vietnam.

SELECTED PROJECT ASSIGNMENTS

- ADIVA / Nghệ Micell | Sep - Oct 2026: consumer insight research, USP/message architecture, TikTok-first planning, creative briefs and livestream scripts. Targets in planning documents are not achieved results.
- Canon Beauty Creator Workshop | Sep 2026: creator-facing messaging briefs, media requirements and on-site coordination with beauty KOLs and creators.
- Jennie Studio: independent visual direction, scripting and short-form video production. One TikTok recorded 3.4M+ organic views, reported separately from hospitality work.
- JW Marriott Los Angeles & Sendero Los Angeles | Freelance, 2026: ideas, briefs and scripts for three hospitality/experience films.
- IDIM Bakery | May - Sep 2025: social content, brand pitching, visual production and Mid-Autumn workshop coordination.

CORE CAPABILITIES

Integrated Marketing Communications (IMC) · Brand Messaging & Positioning · Content Strategy · KOL/Creator & Partner Management · Performance Tracking & Content Optimization · B2B Sales Enablement · Short-Form Video Direction · Adobe Photoshop & Premiere Pro · Canva · CapCut · Generative AI Workflows

EDUCATION

FPT University, HCMC · Bachelor of Multimedia Communications · 2022-2025

Graduation project: 100/100 · Excellent

Diploma in Graphic Design · 2021-2023

COURSERA SPECIALIZATIONS

Search Engine Optimization (SEO) Specialization · UC Davis · 09/2024

Project Management Principles and Practices Specialization · UC Irvine · 01/2025

UI / UX Design Specialization · CalArts · 02/2024

Creative Writing Specialization · Wesleyan · 01/2023

Academic English: Writing Specialization · UC Irvine · 06/2024

Futures Thinking Specialization · IFTF · 10/2023

Social Media Marketing Specialization · Northwestern · 05/2023

Academic Skills for University Success Specialization · Sydney · 10/2021

LANGUAGES

Vietnamese · Native | English · Professional Working Proficiency

Updated 17 October 2026. Campaign outcomes, channel metrics and individual-video results have separate scopes.