



# HOANG-THANH-TRUC NGUYEN (ALICE)

## Media & Communication Intern

### PROFESSIONAL EXPERIENCE

#### Communication & Media Intern dentsu Benelux

Aug 2023 - Present  
Amsterdam, the Netherlands

Manage Social Media, Event Planning & Produce Media (Designs & Photos)

##### Highlights:

- Developed social media rebranding strategy and managed social media in both content & visuals that increased Instagram reach by 50% and published content by 150% within 3 months
- Developed LinkedIn ambassador strategy and delivered internal toolkit for 750+ employees
- Assisted in communication planning and designed materials for 10+ events

#### Freelance Photographer & Videographer

Jul 2021 - Present

##### Highlights:

- Nov 2023: Photographer & Videographer for HAN ISB Community
- Apr 2023: Photographer for VSNL Ludis Championship 2023
- Nov 2021: Photographer for ICC 1st Congress & VINEU Inauguration in Paris, France
- Oct 2021: Photographer at Brianca Studio Arnhem
- Jul 2021: Videographer for HAN Graduation Ceremony

#### Design Intern

Jun 2023 - Jul 2023  
Amsterdam, the Netherlands

##### Creative Clicks

Create Designs & Animation for Social Media & Internal Communication

##### Highlights:

- Created 10 Animations for social media in 5 months
- Created templates for internal materials (eg, emails, office TV slides & LinkedIn welcome posts)

#### Leader of Multimedia Team

Apr 2021 - Present  
Vietnam (Remote)

##### Patient Centered Collaborative Network

Manage and Supervise The Team & Produce Media (Videos & Podcasts)

Design Social Media's Identity & Create Video Templates for Podcast Spotlights series

#### Communication & Media Department

Aug 2020 - Sep 2022  
the Netherlands

##### Vietnamese Student Association in the Netherlands

Develop Contents For PR Activities & Produce Media (Photos & Videos)

##### Highlights:

- Apr 2022: Media Leader for Career Fair 2022 event & in contact with the Media for Press Release
- Oct 2021: Photographer for Vietnamese Youth and Student Federation in Europe Congress in Paris
- Mar 2021: Project Leader, Producer, Videographer & Editor of "Khi hoa hong noi" short film. Broadcasted on VTV4 (Vietnam Television's International Broadcaster)
- Feb 2021: Filmed & Edited Talkshow "Tet Xa" - Collaborated with Embassy of Vietnam in the Netherlands. 10k+ views & broadcasted on VTV4 (Vietnam Television's International Broadcaster)

#### Media Collaborator

Jun 2022 - Jul 2022  
Hanoi, Vietnam

##### Google Developer Group - GDG Hanoi

Take Live Feed and Recap Photos for Event Google I/O Extended Hanoi 2022

#### Media Producer

Sep 2020 - Oct 2021  
Arnhem, the Netherlands

##### HVSS - HAN Vietnamese Student Society

Create Media Strategies and Produce Media (Photos, Videos & Design)

#### Video Editor

Sep 2017 - May 2020  
HCMC, Vietnam

##### Khói - NTH's Dance Club & The Big Art Team

Film & Edit Contemporary Dance & Live Concert Videos

### ACHIEVEMENTS

#### Digital Magazine Production Winner

Dec 2021

Creative Director & Designer for the COMMUTE Digital Magazine

#### HAN Excellence and Holland Scholarship

2020 - 2024

#### First Prize in NTH's "My Class" Video Contest

Feb 2020

Project Leader, Director & Video Producer

[aliceindreamerland.space/](http://aliceindreamerland.space/)

[behance.net/nhthanhttruc](https://www.behance.net/nhthanhttruc)

[linkedin.com/in/nhthanhttruc](https://www.linkedin.com/in/nhthanhttruc)

[nhthanhttruc03@gmail.com](mailto:nhthanhttruc03@gmail.com)

+31-6-8737-5952

### STATEMENT

"Every great dream begins with a dreamer". Highly motivated communication student with a dream of pursuing a career in the Media field. Within work, always striving for the moment, message, and authenticity.

### EDUCATION

#### HAN University of Applied Sciences 2020 - 2024

Communication Studies

1st year GPA: 8.5/10

3rd year Internship Grade: 9/10

Courses: Creating Content, Gamification, Digital Marketing, Brand Building, Media Production & Consumer Behaviour

#### University of North Carolina Wilmington Fall 2022

Exchange student

GPA: 3.93/4

Dean's List for Good Academic Standing

Courses: Media Production, Video Editing, Studio Video Production, Graphic Design & Digital Photography

### EXPERTISE

- ▷ Adobe Premiere Pro
- ▷ Adobe Photoshop
- ▷ Adobe InDesign
- ▷ Adobe Illustrator
- ▷ Adobe Lightroom
- ▷ Adobe After Effects
- ▷ Adobe XD
- ▷ Microsoft Office
- ▷ Figma

### CERTIFICATE

#### Foundations of User Experience (UX) Design Apr 2023

Google Career Certificates

### SKILLS

Communication	Content Creation
Media Production	Copywriting
Video Production	Advertising
Photography	Branding
Graphic Design	Social Media
Animation	Marketing
UI/UX Design	Research

