

Vu Thuy Linh



Work Experience

Creative

Dukick Advertising
8/2023 - 11/2023

- Solving briefs with creative ideas and directly participating in pitching to clients from various fields: education, technology, home appliances, FMCG, real estate, automotive, etc. (Clients include: VinFast, FPT Software, VTC communication, Everon, Cadivi, Gamuda, Panasonic, Mega Grand World...)
- Writing scripts for TV commercials, corporate films; creating key visuals, set designs, video treatment...
- Supporting the account team and producer before onset filming.

Leader

Photographer & Creative

@fotoscuabau
8/2019 - NOW

- Responsible for planning and implementing shooting sessions for clients (Over 80 different concepts)
- Create content ideas on social networking sites.
- Concept, Mix & match and deploy all images for customers
- Edit and design photos with Adobe.
- About 40% of customers return.

Social Media Executive Branding Executive

DTX ASIA
(Brand: Inkaholic)
3/2022 - 3/2023

- Creating content on social media: Facebook, Instagram
- Creating content for Ecom Team
- Connect with KOL, KOC to collab and execute communication plan
- Participating in production and creating identity for media campaigns
- Creating and participating campaigns marketing of brand Inkaholic at DTX ASIA
- Social media channels have 152% increase in engagement on Facebook and 80% on Instagram in 5 months. (3/2022 - 8/2022)
- Brand campaign in June exceeds KPI 140% (6/2022)

Communication Intern

Pixelz VietNam
10/2021 - 3/2022

- Organizing events for the company with other departments.
- Offer innovative ideas and design about campaigns for events.
- Creating content for the company's group on social networking sites.

Reward

Top 5 Coca Cola Disrupt 2022
(New Product Development Category)

Coca Cola Beverages
Vietnam

Most creative award 2018

Safe vegetable slide show festival -
Northern region 2018

Driven by passion, open-mindedness, and versatility, I eagerly anticipate contributing to a dynamic, innovative, and professional workspace. In the short term, I aspire to advance to a Senior Creative or Senior Copywriter position, setting the stage for my long-term ambition of becoming a Creative Director or Art Director. I am committed to continuous learning and self-improvement, dedicating myself to realizing these goals.

Contact

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Core Skills

- Creating creative products (TVC, Key Visual, scripts, social media content...)
- Working and knowledge of Media
- Analytical Thinking
- Teamwork
- Planning

Other Skills

- Canva
- Notion
- Lightroom
- Photoshop
- Microsoft Office
- Illustrator
- Indesign

Languages

- Vietnamese - Native
- English - B2

Education History

• NATIONAL ECONOMICS
UNIVERSITY
Marketing Management | 2021 -
NOW

Today you are You that is truer than true,
There is no one alive who is Youer than
You