



# LÊ THANH NHIÊN

*Social Media Marketer*



21/11/1997



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## PROFILE

Currently in a complicated relationship with content. It is long-term.  
It is open to all kinds of content and platform. And it is my constant pursuit of perfection.

### EDUCATION

#### RMIT UNIVERSITY

*Bachelor of Professional  
Communication (Advertising)*

2015 - 2019

GPA: 3.76/4.0

### SKILLS

**COPYWRITING**

**VIDEO EDITING**

**GRAPHIC DESIGNING**

**FACEBOOK & GOOGLE ADS**

**SOCIAL ANALYTICS**

### LANGUAGES

#### ENGLISH

*IELTS overall band score 8.0*

#### VIETNAMESE

*Native/ bilingual proficiency*

### EXPERIENCE

#### SOCIAL MEDIA MANAGER

*Oct 2023 - Present*

*The Craft House*

- Devise & implement social media strategy for US and Singaporean market.
- Film & edit short-form video content

#### SENIOR MARKETING EXECUTIVE

*Oct 2023 - Jun 2024*

*Marou - Faiseurs de Chocolat*

- Develop & execute monthly marketing plan
- Film & edit short-form video content
- Copywrite for product packaging
- Execute influencer marketing campaigns

#### SOCIAL MEDIA TEAM LEAD

*Oct 2021 - Aug 2023*

*Autonomous.ai*

- Plan & implement social media campaigns
- Lead the execution of on-brand content that resonates with customers
- Monitor & optimise the performance of owned social media channels

#### SOCIAL MEDIA SPECIALIST

*Jun 2019 - Jul 2020*

*Shopee*

- Plan & execute content for Facebook & Tiktok
- Lead the production of video content for Tiktok
- Scriptwrite for in-app livestreams
- Monitor & analyse the performance of owned social media channels