

Trần Quang Hưng

I want to commit my entire life through learning. My goal in this career is to master in brand building.



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Education

Bachelor of Professional Communication Royal Melbourne Institute of Technology (RMIT)

01/2013 - Present

Ho Chi Minh City, Vietnam

Courses

- Issues, Risks & Communication
- Strategic PR Planning
- Interdisciplinary Communication Project
- Foundations of Public Relations
- Features and Storytelling

Bachelor of Communication Simon Fraser University

01/2013 - 01/2014

Vancouver, Canada

Courses

- Introduction to Communication Studies
- Visualization and Visual Culture in Communication
- Communication and Social Change

Work Experience

Digital Video Marketing Job - ICP Group Project

RMIT/ GlobalMe Education

10/2016 - 01/2017

Ho Chi Minh City, Vietnam

Doing a video digital marketing for start-up company GlobalMe Education

Tasks/Achievements

- Extensively doing market research for the product
- Generating creative ideas for the plans for the video marketing
- Work deeply during Pre-production and production phase

PR Campaign Planning Project for Samsung RMIT/Samsung

02/2016 - 05/2016

Ho Chi Minh City, Vietnam

The plan was to be an optional strategic PR plan to re-launch Samsung S.Hub.

Tasks/Achievements

- Doing research on the problem
- Extensively Plan the Campaign and Pitch the Plan

Skills & Competences

Resiliency



Versatility



Future Focused



Goal Oriented



Leadership



Critical Thinking



Creativity



Planning



Researching



Verbal & Writing Communication



Teamwork



Presentation



Personal Projects

Advertising Short Video Production - School Project (02/2016 - 05/2016)

- A short video about drugs awareness - Cooperate deeply during the Pre-production phase and during production

Languages

Vietnamese

Native or Bilingual

English

Expert

Interests

Sustainability | Philanthropy | Video Games | Reading |
Entrepreneurship | Football Tactics | Self-Improvement | Philosophy