



LÊ THÙY HUỆ TRÂN (LILY)

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EDUCATION

Bachelor's Degree, University of Foreign Languages and Information Technology of HCMC 2022 - 4/2026
GPA: 3.54/4. Major: International Relations & Communications

Academic highlights

- **University-level recognition, 2024 - Certificate of Outstanding Research Paper (2024) - "The Impact of China's Debt-Trap Diplomacy on Southeast Asian Countries (2017-2024)"**
- **Graduation Thesis: "The opportunities and challenges for Vietnam as a partner of BRICS"**

WORK EXPERIENCE

Marketing Executive, Datagent Apr 2026 - Now

- Drove data-driven LinkedIn strategy, producing 16 posts/month with 27% average engagement and up to 92.2% CTR; created charts, infographics, industry maps, and short-form reports for LinkedIn and Facebook.
- Developed marketing pillars and owned content strategy, increasing average impressions per post from 100 to 1,161 — a 10.6x growth in reach.
- Led end-to-end website transformation, building the initial WordPress/HTML-CSS site, redesigning it in Figma, and collaborating with the Tech Team on implementation.
- Led the Indian Business Chamber co-hosted event from proposal and timeline planning to vendor management for company merchandise, banners, and posters; generated 20 qualified logistics leads and reduced costs by ~30%.
- Developed brand guidelines to ensure consistent visual identity, messaging, and content across digital channels.
- Built Power BI dashboards and supported marketing operations by standardizing NDA, invoice, ERP, and FRP templates while optimizing merchandise procurement.
- Conducted market intelligence using EMIS and NAICS data, translating research into D-Dive industry maps, concise reports, key takeaways, and actionable insights.

Admin & Marketing Intern, Singapore Chamber of Commerce in Vietnam Nov 2025 - Mar 2026

- Supported B2B marketing and member communications for seminars, training and networking events with foreign enterprises and business associations, including sponsorship proposals, VIP invitations, agendas and post-event follow-ups.
- Supported the execution of Mailchimp EDM campaigns reaching 7,000+ members and partners, monitoring open rates and CTR to optimize communication effectiveness.
- Curated trade and investment media coverage, providing internal insights on business developments and Vietnam-Singapore relations.
- Managed WordPress/CMS operations, including membership and user management, content updates, Elementor, and website performance/UX optimization.

Admin & Marketing (Industrial Services) Intern, Savills Jul 2025 - Oct 2025

- Supported marketing campaigns for industrial real estate projects targeting foreign investors and enterprises
- Created and managed monthly content calendars, social media content (LinkedIn, Facebook), and EDM campaigns, reaching 3,000+ audiences.
- Published articles on the official Savills website using WordPress, and supported the preparation of client proposals and pitch decks for industrial projects.
- Conducted market research and compiled data to support investment-oriented project proposals.
- Assisted in data collection and reporting to evaluate campaign effectiveness and support business analysis.
- Prepared and processed bilingual contracts and project documents (VN-EN)

WORK EXPERIENCE

Foreign Affairs Knowledge Intern, Center for Foreign Affairs and Language Training (CEFALT) Mar – Sep 2024

- Drafted and distributed official invitation letters for high-level seminars on AI in Public Services.
- Coordinated attendee registration and on-site reception for events with government representatives and lecturers.
- Assisted as a teaching assistant for foreign affairs training programs.
- Collaborated with advisors to finalize formal reports and academic documentation.
- Prepared and processed bilingual contracts and project documents (Vietnamese-English).
- Documented key discussion points from meetings with officials, clients, and investors.

Content Committee Member, “SOLFEGGIO: Sound of Time” Music Show (500 audiences) Aug 2023 - Dec 2023

- Managed 3 of 6 key content segments for a large-scale live program with 500+ participants, featuring artists WEAN and Lena, ensuring content and event flow aligned with the overall timeline.
- Developed the event timeline and MC scripts in both English and Vietnamese, ensuring clarity, consistency and smooth transitions.
- Created sound & lighting scripts and coordinated with technical teams to manage live transitions and on-stage execution.

External Relations Member, Music show “Flow of Time”: 20th Anniversary Celebration of the Faculty of International Relations and Communications (487 audiences) June 2024 – Oct 2024

- Drafted sponsorship proposals by compiling key departmental information and conducted outreach to stakeholders.
- Coordinated communication with partners throughout the event.
- Coordinated guest welcoming and event-day logistics.

Content Leader, International & Communication club Jan 2025 – March 2026

SERIES #PR101 | Campaign For Love | Book Up Brand 2025 | Cham Khoanh Khac Lich Su

- Led a 10-member content team across three PR and marketing campaigns, overseeing strategy and execution.
- Grew the fanpage from 1.9K to 4.4K likes within 12 months through audience-driven content strategies.
- Created and optimized campaign content, including social posts, PR articles and event communications, while collaborating cross-functionally to ensure consistent messaging and performance.

Volunteer Activities

Staff, Ho Chi Minh City Economic Forum & Ho Chi Minh City Friendship Dialogue 2024 1-month term in 2024

- Assisted and engaged with guests to ensure a smooth and welcoming experience.
- Supported venue setup and logistical coordination before and during events.

Staff, ZHub (under GreenHub, supports and drives initiatives that promote environmental protection, green lifestyles, and social responsibility) 3-month term in 2023

- Create and spread content across social media platforms to raise community awareness about green lifestyles and social responsibility

Interests & Skills

- MS Office & Google Workspace (Int) | Canva, AI, PS (Int) | Figma & Wordpress (Int) | Power BI (Int)
- Event Planning & Coordination

• External Affairs & Diplomacy

• Public Communication & Branding
- Campaign Planning & Execution

• Communication & Content Writing

• Problem-solving under pressure
- Content Performance Tracking

• Database Management

• Data Visualization

Certificates

- Certificate of Excellence – Foreign Affairs Assistant, CEFALT (2024);
- Outstanding Communication Ambassador, ZHub Program (2023);
- Certificate of Completion for the News Analysis Course at Tuổi Trẻ Newspaper.
- Microsoft Office Specialist (MOS) - Score 935 in Word & Excel
- 760 TOEIC (Lis-Read)