
Nguyen Luu Thao Nhi

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SUMMARY

A versatile master's graduate with excellent academic achievement throughout the school years and outstanding soft skills such as leadership, communication, and administration... Also, an all-rounder with potential in many non-academic fields, for instance, photography, music, or writing. Proven marketing, communication, and leadership track record in Law, Technology Industry, and Project Management.

EDUCATION

Corvinus University of Budapest, Budapest, Hungary

Master of Communication & Media Science

2022 – 3/2025

- Stipendium Hungaricum scholarship holder from the Hungarian and Vietnamese governments
- Diploma degree: Distinction (GPA 4.88/5)
- Certificate of merit for excellent academic performance from the Ambassador Extraordinary and Plenipotentiary of Vietnam in Hungary

Foreign Trade University, Hanoi, Vietnam

Bachelor of International Trade Law

2017 - 2021

- Diploma degree: Very good (GPA 3.29/4)
- Outstanding student scholarship of the university
- President of the Law Consultant Club (LCC) from 2019 - 2020

Arena Multimedia, Hanoi, Vietnam

Multimedia Student

2017 - 2022

- Design, Photography, Web Design (HTML, CSS), Filming, Video Editing, 3D Modeling

EXPERIENCE

Givaudan Business Solutions, Budapest, Hungary (global leader in Fragrance & Beauty and Taste & Wellbeing)

Project Management Excellence Intern

8/2024 – 1/2025

- Organized, facilitated, and delivered online workshops/quarterly forums to enhance employees' project management knowledge.
- Created project management (PM) content and facilities, fostering continuous learning and skill development.
- Generated and distributed regular reports and dashboards for key stakeholders, ensuring transparency on project progress and performance metrics.
- Leveraged AI tools to enhance the PMX knowledge base, supporting coaching, mentoring, and process optimization.

Bravestars Games, Hanoi, Vietnam

Marketing Fresher

1 – 8/2022

- Led RPG mobile games' advertising campaigns, analyzing performance metrics, and optimizing strategies for maximum ROI, resulting in 3M peak installs and 300K USD revenue in-app purchases (IAP) in the second quarter of 2022.
- Conducted App Store Optimization (ASO) to improve visibility and rankings on various app stores, succeeding in featuring the game on app stores in 6 languages.
- Practiced agile techniques like Scrum/Scrumban, collaborating with cross-functional teams.
- Researched market trends, competitors, and user preferences to inform marketing strategies.
- Conceptualized, A/B tested, and crafted engaging video and image content for promotional purposes.

LEADERSHIP

Stipendium Hungaricum Mentor Network – Budapest, Hungary

Mentor

7/2023 – present

- Assisted freshmen students in adapting when they first came to Budapest in life and study

Vietnamese Student Association in Hungary

President, Vice-President

12/2022 – 8/2024

- Coordinated 5 events and international conferences for students and the Vietnamese community
- Distributed tasks to prepare for the events (planning, PR, logistics)
- Connected and assisted Vietnamese students in Hungary

International Investment Club – Corvinus University, Budapest, Hungary

Executive Assistant

3/2023 – 1/2024

- Participated in recruiting, interviewing, managing activities, and brand identity
- Practiced investment knowledge and soft skills

Addition

- **Language:** English (IELTS 7.0), currently learning Hungarian and German
- **Volunteer Work:** International Students Club of Corvinus – Member of Advisory Board (2023); Volunteer for UEFA Under-17 Championship in Budapest, Hungary (2023); ...
- **Tools:** Adobe Suite; Microsoft Office; Canva; CapCut; Trello; Google Analytics; MailChimp