Le Tan Phat

Digital Marketing Student

+0907938233 · **letanphat.workingspace@gmail.com** · **Linkedin**

I am a third-year Digital Marketing student at RMIT University with a strong passion for content creation, storytelling, and brand communication. I specialize in developing engaging social media strategies, copywriting, and producing visual content using Canva and CapCut Pro. My academic background includes experience in market research, trend analysis, and audience engagement, ensuring content aligns with brand messaging. I am eager to contribute to a creative team and grow as a strategic content creator in a fast-paced, hands-on environment.

Skills and expertises

Content Strategy & Copywriting
Visual & Creative Design

Market Research & Analytics
Photography & Video Editing

English (IELTS 6.5)
Social media editing

Professional experiences

Digital Content Creation Course

Client: RMIT University

- Develop and execute **social media content calendars**, ensuring engaging and consistent messaging.

- **Research** and curate trending topics, integrating them into brand storytelling and campaign strategies.

- Create high-quality written and visual content, including **blog posts, captions, and videos.**

- Analyze social media insights, report performance metrics, and propose optimization strategies.

Achievements: Link

- **Top 2** Best Blog Post

- **Top 5** Finalist - Digital Video | Digital Content Creation Course (2024)

- Course score: **High Distinction 80/100**

- Create optimized content aligned with a client's brand strategy and communication goals.

Marketing Intelligence Course

Client: ECO BAMBI

- Gain a foundational understanding of marketing research in a rapidly evolving landscape.

- Explore the **scope, methodologies, and tools** used in market research: SPSS, Nvivo

- Learn to **collect, analyze, and interpret** data for **market, product, audience, and competitor** insights.

- Develop skills to **report findings** effectively for better decision-making.

- Enhance the ability to create **a cohesive market overview** to support business strategies.

Achievements: Link

- **Finalists – Top 1st** Market Research Plan

- Course score: **Distinction 70/100**

- Apply marketing knowledge and skills to real-world projects.

- Demonstrate critical thinking, analytical, and teamwork skills in marketing practice.