

# ANH THU LAI

## ABOUT ME

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-  District 2, HCMC

## EDUCATION







### Bachelor of Art – Media & Communications Studies

Victoria University of Wellington  
2018 – 2020

### Bachelor of Art – International Relations

Diplomatic Academy of Vietnam  
2017 – 2018

## SKILLS

- Management Skills  82%
- Creativity  66%
- Relationship  94%
- Negotiation  75%
- Critical Thinking  73%
- Leadership  79%

## LANGUAGE

- English
- Chinese
- German

## ABOUT ME

Demonstrated success helping plan, publicize, and coordinate popular events for a large-scale organization. Provide honest yet respectful input on corporate image considerations. Skilled in collaboration and eager to learn and share media insights.

## EXPERIENCE

### PR & Branding Manager

01/2025 - Now 

BITGP - Powered by Bitget

- Led end-to-end traditional media campaigns, securing 108+ articles across national and industry-tier publications (VTV, Thanh Niên, Vietstock, etc.), generating over 900,000+ views
- Planned and executed 109 SEO content pieces across top crypto platforms (Blogtienao, Coinbay.io, Dubaotiente, Saigon Trade Coin), with strong focus on product education, event amplification, and localized keyword targeting
- Initiated and co-organized major offline event sponsorships including Pizza Day 2025 and Super Vietnam Pitchfest, enhancing brand visibility and reaching 7,000+ attendees
- Developed and managed Blockchain4Youth university tour and Talk Crypto Talk Future campaigns, engaging Gen Z audiences through hybrid (online/offline) KOL events
- Created content structure strategies to reduce duplication and improve SEO performance (CTR uplift, keyword differentiation, backlink generation)
- Collaborated with design teams on gift sets and branded merchandise for community and university events
- Produced quarterly media performance reports and contributed to Q3 strategic planning (KPI-setting, community activation, and growth roadmap)
- Built and managed strategic partnerships with governance, blockchain projects, Web3 communities, KOLs, media outlets, and universities.

### Senior PR & Branding

11/2021 - 11/2024



VNG Corporation | District 7, HCMC

- Media Relations: Plan & produce PR/IMC materials (PR articles, case studies, speeches, and reports, social post, advertising...)
- Plan & Execute PR strategies using variety of channels
- Event Comm: Organize PR events for Corp brand or product units
- Collaborate with external agencies for PR/social booking, clipping, and social listening
- Monitor the media, including newspaper, online news, journals, broadcasts, social media sites and blogs
- Budget Management: Contribute to corporate brand budget planning
- Manage all social media accounts, including content planning, scheduling, posting, and community engagement