# Hai Anh (Hazel) Vu

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> *I'm Hazel – a creative communicator and visual storyteller with a relentless passion for meaningful media. With my camera as my constant companion, I'm building expertise to become a strategic communication advisor who bridges content creation with social impact.*

## EDUCATION

**IBCoM, Erasmus University Rotterdam** · Rotterdam, The Netherlands — 2025 – 2028

- Cumulative GPA: 8.1
- **Honours Programme** – *Precarity and Privilege: Navigating the Senses in the City* (2026 – 2027): interdisciplinary team project creating a city tour and podcast on the sensory identity of a Rotterdam neighbourhood; co-organising an honours alumni networking event and the final symposium.

**Vinschool Times City High School** · Hanoi, Vietnam — 2022 – 2025

- Cumulative GPA: 9.4

## EXPERIENCE

**International Faculty Association ACE** — Sep 2025 – Jun 2026

*Marketing Manager, Short Trip Committee*

- Planned and co-organised a short trip to Valencia, Spain for 24 international students, covering itinerary, budgeting and on-site logistics.
- Created destination-reveal video campaigns on Instagram to build anticipation before ticket launches, selling out all trip tickets within 3 weeks.
- Led the group on-site as a trip leader, managing schedules and participant needs throughout the trip.
- Filmed and edited the trip recap video.

**Vinschool Times – Vinschool Times City Media Team** — Sep 2022 – May 2025

*President, Head of Media*

- Managed the creation and development of the first-ever communications club at Vinschool Times City.
- Built a thriving online community across multiple platforms, including Instagram (5,000+ followers), Facebook (8,300+ followers), and TikTok (16,000+ followers), with a portfolio of viral video content.
- Orchestrated engaging communication strategies for key school events such as Prom, Pixie, and the Lunar New Year Festival, achieving remarkable results, including a complete sell-out of 1,500 Prom tickets within 20 days.

**Knowing – School-wide Annual Graduation Film Project** — May 2025

*Director – Screenwriter*

- One of two directors selected amongst 300+ students to lead a 20-person crew, taking charge of creative direction, screenwriting, casting, production, post-production, and promotion stages for the graduation ceremony's film.

**VRUPC – Vinschool Ocean Park's Charity Club** — Aug 2022 – Aug 2024

*Co-Founder, Vice President, Head of Public Relations*

- Founded and coordinated a charitable club for underprivileged children across Hanoi through various fundraising campaigns and outreach events at the National Hospital of Pediatrics, SOS Children's Village, Hope Primary School, and Hope Center.
- Spearheaded fundraising initiatives, including custom-designed notebooks and candle sales, slime workshops.
- Developed and executed comprehensive social media marketing strategies across Facebook, TikTok, and Instagram, achieving an average of 1,000+ interactions per platform.
- Led the "Đông" project, a handmade candle sale that raised over 20,000,000 VND through the sale of 400+ candles. Funds were allocated to provide 500 meals and a stage for the "Xuân yêu thương 2023" program, an initiative by the National Hospital of Pediatrics to celebrate the Lunar New Year with young patients and their families.

**VTeam – Student Council of Vinschool Times City** — Aug 2022 – Aug 2024

*Head of Content, Event Organizer, Lead of Recruiter*

- Oversaw the conceptualization and execution of major school events, including Prom, the Lunar New Year Festival, and Pixie (a Christmas and Spirit Week event).
- Led the organization of the annual Prom, catering to over 1,500 students from the Vinschool system and across Hanoi, featuring performances by renowned artists.

## SKILLS

**English** fluent ★★★★★
**Vietnamese** native ★★★★★
**Japanese** studying for JLPT N3 ★★☆☆☆

**Tools:** Canva, Adobe Creative Cloud (incl. After Effects), DaVinci Resolve, CapCut, SPSS

**Other:** Video production, photography, social media management

**Soft skills:** Teamwork, leadership, project & event management, time management, self-discipline, cross-cultural communication, adaptability, problem-solving