

# Alek Phan Trúc

(ze/ hir/ they/them)

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## Highlights of Qualifications

- Detail-oriented and experienced arts and culture professional
- Language: Vietnamese (native), English (professional) and Mandarin (conversational)

## Work History

### Artist-Educator (contract)

Kitchener-Waterloo Art Gallery, Canada

June – August 2023

- Foster relationships within the communities through Arts at the Park program, expanding the gallery's profile.
- Implement initiatives that supported the growth and development of arts and culture.
- Deliver community outreach and engagement events directly to diverse audiences.

### Livestream Operation Manager, South East Asia

TikTok, ByteDance

October 2021 – January 2023

- Lead audience development initiatives, resulting in 130% increase in engagement per quarter in Vietnam.
- Develop and influence policies impacting the creative industries sector, ensuring alignment with organizational goals and industry best practices in South East Asia, including: Vietnam, Thailand, Indonesia, Phillipines, and Singapore.
- Demonstrate a commitment to positive communications and content ecosystem, substantiated by the successful growth of over 1,500 content creators and local content providers.

### Creative Producer/ Founder

10AM Studio, Viet Nam

October 2017 – May 2021

- Organize 1,200 in-person workshops from 2017 – 2020. Advocate for the interests of artists and creative professionals in arts and creative industries, effectively communicating the value of the arts to diverse audiences through art festivals and programs.
- Propose concepts and develop storylines for creative production, including hands on and digital interactives for community engagement.
- Integrate industry trends, collaboration opportunities, and emerging technologies into creative production and programming implementation.

## **Brand & Content Manager**

Fitin Technology, Viet Nam

January 2020– September 2020

- Develop brand identity and guidelines, including brand culture, target customer profiles, tone of voice & brand personality, key visuals for communication, campaigns on social media & marketing collaterals.
- Lead and support a diverse team for cross-departmental collaboration, utilizing project management processes, principles, and concepts.
- Lead content and creative production: graphics, videos, photographs, copywriting on multi-media channels

## **Journalist & Creative Producer**

Travellive Magazine, Viet Nam

Jun 2014 – October 2017

- Develop multi-channel strategy with a focus on events, media, and social media engagement, internal developments and execution, and database management and tracking
- Facilitate researches and resolutions by bringing together resources and parties for high-impact content
- Write articles and blog posts, copy-edit documents and reports, develop website content, supporting document design

## **Education**

### **Graduate Certificate**

September 2023 – May 2024

Arts Education and Community Engagement

Centennial College (Canada)

### **Graduate Certificate**

January 2023 – September 2023

Broadcasting Performance and Digital Media

Conestoga College (Canada)

### **Certificate, Scholarship of Ministry of Education**

September 2012 – February 2013

Providence University (Taiwan)

### **Bachelor of Arts Degree**

September 2008 – June 2012

Literature And Linguistics

University of Social Sciences And Humanities (Vietnam)