

# Dan Banh

## HEALTH & WELLNESS CONTENT SPECIALIST

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Dallas, TX

## PORTFOLIO

Check out my portfolio [here](#)

## PROFILE

Meticulous content specialist with 2+ years of experience in the field of health and lifestyle wellbeing. Proven success in brand's awareness through content strategy, content creation, and operational support. Excellent organizational skills and a genuine interests in making complex healthcare informations accessible to everyone, at the same time elevating brand's objectives and values.

## EXPERIENCE

2022

### COMMUNITY CONTENT SPECIALIST

#### DRINKIZZ VIETNAM

- Plan, execute, design, and ensure consistency in brand messaging and marketing strategy across multiple digital platforms. Oversee inbound and outbound marketing initiatives, marketing collaterals, sales collaterals, E-commerce content, website content, advertisement scripts, and creative briefs.
- Contributed and successfully published 2000 products catalogs in English & Vietnamese.
- Coordinate consistently cross-team and freelancers to successfully launch and manage 1 subscription program, product immaterial and collaterals.
- Successfully launched 2 additional items to Drinkizz's concept store menu. Aid in menu item research & development.

2021-2022

### WELLNESS CONTENT EXECUTIVE

#### MOVING MANGO

- Researched and produced educational and wellness contents (texts and visuals) for platforms including LinkedIn, Instagram, TikTok, Blog, Youtube, Emails, and Facebook.
- Developed and designed 1 mini E-book about nutrition, wellness tips, and recipes. Additionally designed influencer's media kit and profile.
- Successfully launched and co-wrote LinkedIn #Deskcamp campaign for LinkedIn Creator Accelerator Program. Contents included scripts, digital products, related sponsorship and collaborations.
- Successfully co-create 1 Youtube seasonal workout challenge, and managed delivered related contents to participating users through visuals on social media platforms.

2020-2021

### NUTRITION CONTENT COORDINATOR

#### FITNESS & LIFESTYLE GROUP

- Developed and published contents for 1050 Nutrition Guidebook in English & Vietnamese.
- Contributed to 3 nutrition programs development, including translation, content idea, creative direction and operation.
- Assisted and worked cross-team, along side external partnerships and freelancers to promote brand exposure.
- Educational materials development together with Direct Manager to aid in nutrition coaches training. Participated in candidates screening and interview for the marketing department

2017-2020

### BRAND ADMIN ASSISTANT (Freelance)

#### EVERICH VIETNAM

- Helped with administrative tasks, compiled organizational charts, participated in candidates screening and interview as instructed by HR Manager.
- Updated Employee Handbook & Policies Manual. Provided assistance in seasonal marketing collaterals development fo business trips and conferences abroad.

## EDUCATION

MASSACHUSETTS COLLEGE OF PHARMACY & HEALTH SCIENCES

2020 - 2023 | MBA IN HEALTHCARE MANAGEMENT

2017-2019 | BS. PREMEDICAL & HEALTH SCIENCES and NUTRITIONAL SCIENCE

## SKILLS

Content Development

Photography

Teamwork - Independent work

work

Adaptability & Flexibility

Time management

Tech proficiency; Office,

Dropbox, G-Suite, Slack,

analytics, spreadsheets

Organizational skills