

Alice | Le Hoang Quynh Anh



PROFILE

Alice Le (b. 1992, HCMC) is an experienced brand manager and creative producer with a proven track record in Digital, Animation, Advertising & Brand Strategy. She is versatile in merging live-action, motion graphics, and 3D animation into compelling storytelling pieces. The artist also executes brand strategy for local businesses. Her work has been featured in local & international networks spanning logistics, film, corporate, and consumer industries.

CLIENTS: World's largest toy manufacturer, Discovery, Unicharm, Unilever, Maersk, Masan, Widex, Samsung, Grundfos, Johnson's, Novo Nordisk, Nutifood, Also, Traphaco...

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EDUCATION

PARIS SORBONNE UNIVERSITY

Paris, France

MASTERS DEGREE, Marketing, Sales & Services • Thesis: Brand Image And Customers' Willingness To Pay Premium For Adult English Study. Awarded a Grant from Education Exchange Ltd. Singapore • First class in Brand Management

NANYANG TECHNOLOGICAL UNIVERSITY - SCHOOL OF ART, DESIGN & MEDIA

Singapore

BACHELOR (Hons) of Fine Arts in Digital Animation • Thorough understanding of animation principles and techniques, art history, and the evolution of art in film, advertising, and gaming. Self-directed animations publicly screened • Coursework: Creative Planner for NTU Cultural Activities Club, Set Designer for NTU Special Project in collaboration with the Singapore Institute for Mental Health, and Creative Consultant for an Educational Project under a Grant for NTU College of Humanities, Arts and Social Sciences.

EXPERIENCE

Self-Directed Construction Project | Residential Project

Jul 2023 - Jul 2024

Strategic Project Management

- Entrepreneurial Leadership: Oversaw all aspects of the construction project, demonstrating strong leadership in workforce management
- Cost Optimization: Achieved 50% cost reduction through strategic decision-making, budgeting, procurement, and vendor control
- Local Material Integration: Prioritized sustainability, utilized local materials and local workforce and positively impacted the regional economy
- Bridging the Gap: The Secret Guide to Building Family Homes and Overcoming Generational Differences

Brand Communication Manager | Wall Street English • MNC educational franchise

Oct 2021 - Dec 2021

Strategy development

- Developed a Brand Rejuvenation Plan that repositioned our brands to a premium strategy and reported to the C-level

Brand management

- Successfully executed Center Renovation project with the Construction Project Manager
- Oversaw market analysis, event concept, and brand messaging while working with the Digital Manager to grow our social media platforms
- Managed the content marketing strategy and visual production across various mediums, including digital, OOH, collaterals, video shooting, and booth design to increase brand awareness and generate leads.

Cross-company leadership

- Fostered strong relationships with cross-functional teams - Marketing, Sales, Operations and Myanmar branch - to ensure brand alignment
- Effectively monitored brand strategy and cross-departmental projects, improving working processes, management, and coordination
- Experienced in negotiating deadlines with vendors and upper management, and in team evaluation and hiring criteria.

Senior Motion Production | Spring Production • MNC marketing agency

Nov 2018 - Sep 2021

Project management

Clients: Maersk, Widex, Also, Novo Nordisk, ...

- Expanded service applications and quality to gain new business account
- Slashed payroll costs and increased productivity by optimizing production workflow
- Ensured on-time delivery of high-quality projects in strict compliance with guidelines and deadlines for critical brands (mainly B2B)

Creative Direction & Technical Expertise

- Engaged in quality control and led cross-departmental projects
- Suggested process improvements and provided possible solutions

Senior CGI Artist | Kantana Post Production • MNC

May 2017 - Nov 2018

Project management

- Successfully executed new business pitches, as well as TV commercials, videos, and VFX for films
- Developed and implemented a corporate rebrand, e.g. updating branded assets, creating a new website, and producing a company showreel

Team leadership & Technical Expertise

- Enhanced team communication and recruited CGI members; performed as an on-set post-production consultant

Creative Manager | Digipost Global Vietnam + Rice & Partners • creative agency

Jun 2016 - May 2017

Creative Strategies

- Developed content marketing to attract new business, responsible for plan development and budgets
- Represented company in industry events; led co-event with universities and partners

Creative Direction

- Conceptualized and executed print, digital, and social media campaigns aligned with client objectives
- Coordinated with Art Directors for consistent creative elements

Client & Team Management

- Built and led high-performing teams of 10+ creatives that were motivated and productive, fostering a culture of collaboration and innovation
- Provided coaching and mentorship to team members, identifying areas for growth and skill-building
- Presented design concepts and addressed feedback in client meetings and ensured legal compliance

3D Generalist | Riot Creative • TV broadcast

Singapore  Jan 2016 - May 2016

Clients: ADK Japan, MediaCorp, ...

- Art directed, pitched concepts, and controlled timeline
- In charged of ideation, mood board, 3D modeling, and animation, ... for broadcast videos

Strategy Consultant | ECHO • Non-profit

 2016 - 2021

- Connected social enterprise & APAC students likewise by facilitating personal and community development seminars

Guest Speaker | Blackmagic & Filmmakers Workshop

 Sep 2016

- Showcased top quality products for feature film, post and broadcast industries sponsored by Blackmagic Design Singapore

Creative Consultant | College of Humanities, Arts & Social Sciences

Singapore  May 2016 - Aug 2016

- Conceptualized the first series of explainer videos for the university's Chinese language programs
- Consulted and worked directly with the Chinese professor on lecture plans and budgets

Tutor | Global Art Center

Singapore  Jun 2015 - May 2016

Curriculum development

- Developed and implemented engaging and age-appropriate art curriculum for kids, preteens, and parents, e.g. Family Painting, Card Making...
- Managed drawing, coloring, and clay-making classes; consulted parents on the curriculum that best fits their child
- Set up Weekend Art Demo Workshops around the neighborhood

Instruction

- Delivered high-quality art instruction using a variety of techniques and mediums such as pencil, crayon, clay, paper, ...
- Maintained regular communication with parents, providing updates on student progress and addressing any concerns about development

Classroom management

- Created a safe and supportive learning environment that promotes positive collaboration among students

Market Research Analyst | Clariant Pte - Masterbatches • A speciality chemical company

Singapore  2014

- Managed research projects & analysis to target potential partners in China
- Developed and delivered reports to internal stakeholders, generated CMF (color, material, finishing) concepts, mood boards
- Monitored the library of materials, which contains unique chemical measurements of color vibrant, translucence, and durability
- Used data visualization tools to present research findings in marketing collateral & produced a promo animation
- Collaborated with Marketing, Sales, and Product Development to ensure that research insights were incorporated into business strategy

AWARDS & PROJECTS

[Click titles for direct link](#)

Grants

- 2014 Secured the NTU Grant to develop the first interactive virtual reality software for the treatment of selective autism.
- 2015 Successfully obtained NTU Grant for Research Project to develop still-in-use Chinese video explainer tutorials
- 2021 Received Grant from Education Exchange Ltd. Singapore for Master's study

Media Productions

- 2017 **Surviving Borneo** | Contributed to the worldwide premiere A-rated series on Discovery
- 2018 **TV commercials & movies** | Worked on successful TVC and blockbusters *Về quê ăn Tết*, *Bao Giờ Hết Ế*, ...

Design & Branding

- 2019 **Showreel** | Developed a personal reel of 3D and motion graphic work for international brands
- 2021 **Brand Rejuvenation** | Led premium branding Asia's first closed-booth design concept and center renovation projects

SKILLS

Social Media / Viral Marketing

Content Management

Campaign Management Tools (Hubspot, Mailchimp)

Google Analytics

Southeast Asia Experience

Video Production

Video Editor

Employer Branding

Startup Experience

Motion Graphics

LANGUAGES

English • *Advanced*
Vietnamese • *Fluent*
Chinese • *Conversational*

OTHER SKILLS & CERTIFICATIONS

Brand Strategy. Analytics. R&D. Asia Markets.
Creative Execution (BTL, ATL). Consultancy. Public Speaking.
Project & Team Management. Mentoring.
Art direction - TV Commercials. Viral Clips. Motion Graphic. VFX.

REFERENCES

Prof. Gunter Dufey | University of Michigan USA | Director of Edu. Exchange Pte
Singapore Ng Hong Hai | CEO | Natural Life Sources Co. Ltd
Alain Thibault | CEO | Wall Street English

Leonard Monichi | Head of 3D | Spring Production
Huy Pham | Executive Producer | Kantana Post Production
Sophon Seangkaew | Head of CG | Digipost Global

A Decade of Advertising : My Virtual Work Collection

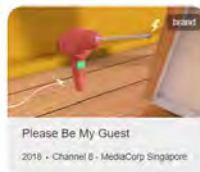
This portfolio of advertising projects illustrates my commitment to excellence and the use of creativity. Throughout my career, I have created several ads and positioned many brands in their marketplace. From creative ideation to producing delivery elements, being involved with talented peers and clients and pushing the boundaries was a privilege.

Being in a team and knowing your work will succeed even before it is completed is an incredibly rewarding experience— Alice

Brand



Wall's Icecream
2018 • Wall's



Please Be My Guest
2018 • Channel 8 - MediaCorp Singapore

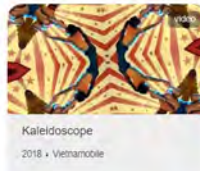


Brand Rejuvenation
2022 • Wall Street English

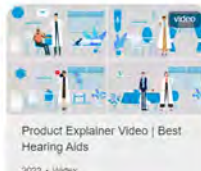
Video, Motion



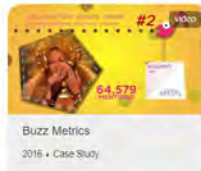
Surviving Borneo
2016 • Discovery



Kaleidoscope
2018 • Vietnamobile



Product Explainer Video | Best Hearing Aids
2022 • Videx



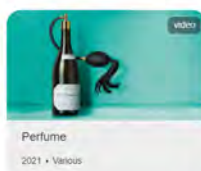
Buzz Metrics
2016 • Case Study



Safety Induction - Logistic
2022 • Maersk



Nurture Nature Animation
2015 • Self-directed



Perfume
2021 • Various



Danske Bank
2022 • Danske Bank



Stonehill Cocoa Video Explainer
2016 • Stonehill SKB



Pepsi Case Study
2018 •



Soul
2019 • Novo Nordisk



Also
2019 • Also



Road to the heart - Food App
2017 • Foode

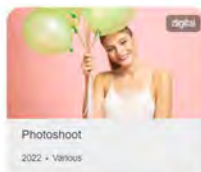
Digital



Mama Training App
2016 • Johnson's



Sensodyne
2022 • Askvig-SBIZ



Photoshoot
2022 • Various



Web Design
2018 • Karlani

TVC, Film, 3D



Boganic - Botanical Herb
2016 • Triphaco



Omo Liquid - Detergent
2017 • Omo



Hadaibo - Skin Care
2019 • Hadaibo



Sunlight - Dishwashing Bottle
2016 • Sunlight



Widex Puresound 2.5D - Hearing Solutions
2019 • Videx



OMO Golden Flower - Detergent
2017 • Unilever



Sendo Big Sister - The Online Marketplace
2018 • Sendo



Akiko - Snack
2018 • Ceshi



Wakeup 247 - Energy Drink
2016 • Masani



Sesamin - Functional Foods
2019 • Sunstory Japan



Lion Beer
2017 • Masani



Ceelin - Supplement for Kids
2017 • Ceelin