

EMPOWER & STYLE

Bao Ngoc Cao

Social Media · Creative Marketing · Style · Values · Remote Work

Portfolio for freelance projects, workshops and collaborations - combining detailed social media case studies with the full Empower & Style service mix.

[Website](#)

[LinkedIn](#)

[Instagram](#)

Clear within. Visible outside.

I combine creative visibility with strategy: social media, content, community, campaigns and partnerships meet style & image, values work, workshops and modern ways of working.

My service mix

EMPOWER & STYLE

Fashion, Style & Image

Role: Service

Focus: Personal style DNA, image and presence, plus B2B dress-code workshops and corporate image.

Contribution: Personal style DNA, image and presence, plus B2B dress-code workshops and corporate image.

EMPOWER & STYLE

Values Dialogue & Culture

Role: Service

Focus: Interactive values and identity workshops for schools, organisations, companies and teams.

Contribution: Interactive values and identity workshops for schools, organisations, companies and teams.

EMPOWER & STYLE

Remote Work & Freedom

Role: Service

Focus: Structures, tools and workflows for location-independent work and modern virtual collaboration.

Contribution: Structures, tools and workflows for location-independent work and modern virtual collaboration.

EMPOWER & STYLE

Marketing & Social Strategy

Role: Service

Focus: Personal branding, content strategy, social media, employer branding and values-led brand communication.

Contribution: Personal branding, content strategy, social media, employer branding and values-led brand communication.

Selected projects

NGO · IMPACT · E-COMMERCE

Oxfam Deutschland / OxfamUnverpackt

Role: Social Media & Content

Focus: Managed social media content for the 2021 Christmas campaign. Also created imagery and copy for OxfamUnverpackt and integrated content into gift/product pages.

Contribution: Combined emotional storytelling, visual design and social impact in a consistent campaign.

[Instagram](#)

[Weihnachtskampagne 1](#)

[Weihnachtskampagne 2](#)

[Webbeispiel Honigbienen](#)

[Webbeispiel Esel](#)

FOOD · HOSPITALITY · CAMPAIGN

Umami Restaurants

Role: Social Media / Campaign Content

Focus: Social media support in the restaurant and lifestyle space, including campaign and collaboration content such as HUGO x UMAMI.

Contribution: Experience with attention-grabbing cross-brand campaign communication in hospitality.

[Instagram](#)

[HUGO x UMAMI](#)

Selected projects

FASHION · CIRCULARITY · COMMUNITY

we are. SECONDLIFE FASHION

Role: Community Management

Focus: Proactive outreach to influencers and new followers, plus development of reusable copy templates for outreach and community communication.

Contribution: Built community through personal, brand-consistent communication.

[Instagram](#)

AGENCY · SOCIAL MEDIA

MASSEPHASE BERLIN

Role: Social Media Support

Focus: Social media support across several client accounts and brand requirements.

Contribution: Experience working across different industries, audiences and communication styles.

[Instagram](#)

Selected projects

MEDICAL / DENTAL · B2B

Bien-Air Deutschland · Ustomed · MegaGen Germany

Role: Marketing Strategy & Social Media Insights

Focus: Strategic social media support and evaluation of metrics and insights for several B2B/healthcare brands.

Contribution: Translated social media data and observations into clear strategic recommendations.

[Bien-Air](#)

[Ustomed](#)

[MegaGen](#)

FOOD · VIETNAMESE RESTAURANT

Saigon Com Nieu

Role: Social Media Support

Focus: Supported the social media presence of a Vietnamese food and restaurant brand with accessible, visual communication.

Contribution: Hands-on experience in culturally rooted food communication and social-first presentation.

[Instagram](#)

Selected projects

BEAUTY · HAIR · PROFESSIONAL

fripac medis / FMFM

Role: Social Media Support

Focus: Social media support in the professional beauty and hair sector.

Contribution: Industry experience in beauty and professional brand communication.

[Instagram](#)

FASHION · LIFESTYLE

l'amour.est.bleu

Role: Social Media Support

Focus: Social media support in a creative fashion and lifestyle environment.

Contribution: Experience with aesthetic, brand-led communication.

[Instagram](#)

Selected projects

FOOD · IMPACT · E-COMMERCE

Kaffee-Kooperative / Angelique's Finest

Role: Marketing Specialist

Focus: Campaign planning, social & community, email marketing, partner relations, content, PR/event support, audience research and performance-oriented communication.

Contribution: Connected product communication with female empowerment, community, partnerships and events.

EDUCATION · CAREER · COACHING

HORAMI Academy

Role: Social Media & Creative Content

Focus: Reel concepts, visual ideas, career coaching and mindset content, CTA development and accessible social content around career change, AI and future skills.

Contribution: Content bridging inspiration, orientation and action.

Selected projects

VALUES · EDUCATION · COMMUNITY

GermanDream

Role: Values Ambassador & Facilitation

Focus: Values dialogues, facilitation and audience-focused communication around personal and societal values.

Contribution: Experience at the intersection of communication, empowerment, education and community.

STRATEGY · COMMUNITY · BERLIN

Bedcon GmbH

Role: Audience & Community Strategy

Focus: Strategic approach to reaching Vietnamese communities in Berlin, multiplier mapping, outreach planning and step-by-step market access.

Contribution: Culturally sensitive audience work focused on trust and relationships rather than reach alone.

Clients & collaborations

AIESEC	agilement
Bedcon GmbH	Berlin Fashion Week
Bildung Next Level	Female Tech Leaders
FlixBus	fripac medis
GermanDream	HORAMI Academy
Kaffee-Kooperative	l'amour est bleu
Lana Mueller	MAN Truck & Bus
Mercedes-Benz	Oxfam Deutschland
ProSieben	RTL
TechEducation	Umami Restaurants

LET'S WORK TOGETHER

Visible. Values-led. Creative.

I am open to freelance projects, workshops and collaborations.

[Website · baongoc-empowerandstyle.com](http://baongoc-empowerandstyle.com)

[LinkedIn · Bao Ngoc Cao](#)

[Instagram · @banhbaos.daily](#)