



a : Ho Chi Minh City, Vietnam

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## ABOUT

Versatile External Operations Specialist bringing about 3 years of expertise in the digital partnership sector. Recognised as a driven, proactive leader with a record of negotiation and conflict resolution. Self-taught Data Analyst, skilled in MySQL for business decision-making.

## EDUCATION

2015 - 2019

### University of Economics Ho Chi Minh City, Vietnam

Bachelor's Degree in International Business

- GPA: 3.5 / 4.0
- Award: UEH Academic Encouragement Scholarship

## CERTIFICATES

IPC Leadership Management, WHO  
Microsoft Office Specialist  
IAB Digital Marketing, Google  
Google Advanced Data Analytics  
HackerRank SQL Advanced

## SKILLS

- Language: C1 English
- Software: MS Office, Google Workspace, Notion, Trello
- RDBMS: MySQL (including advanced queries), Python (Basic)
- Data Visualization: Tableau, Power BI

## REFERENCE

### HO PHAM THANH DUY (Mr.)

Chief Operating Officer/  
Yeah1 Group  
e: duy.hpt@yeah1.vn

### LE HAI DUY (Mr.)

Optimization Director/  
Yeah1 EDigital  
e: duy.lh@yeah1.vn

## WORK EXPERIENCE

May 2022 - Present

### OPERATIONS LEADER / Yeah1 EDigital JSC, Vietnam

#### Business Acumen

- Swiftly identified business initiatives and vigilantly tracked industry trends, boosting est. 8% NI in initial 2 months
- Increased content acquisition by 40% via forging strategic connections with top-tier distribution, publishing, and co-production players
- Slashed 15% in copyright costs by successfully re-negotiating two exclusive deals with a revenue-sharing model while executing the quarterly media plan and budget allocation

#### Partnership Operations

- POC with global digital MCNs, licencing providers, and stakeholders; efficiently managing CMS and resolving complex issues within 24 hours; uplifting reliable image
- Impressively 93% success rate solving YouTube monetization incidents for in-house channels around the clock (Content ID, abuse events, copyright infringements, hijacks, AdSense glitches)

#### Flexibility

- Experienced in using SQL and Power BI to fetch valuable business insights, build monthly reports, and relate to managerial initiatives
- Efficiently multitasked, supporting VN-EL translations for marketing projects (Netflix, THP, etc) and various materials

#### Relationship Building

- Key partners: VTVcab, Paramount, Media I.M., Roi Visual, JSBC, HUACE, Dailymotion, METUB, etc.

Aug 2020 - Apr 2022

### PARTNERSHIP SPECIALIST / Yeah1 Group, Vietnam

#### Content Licensing Acquisition

- Increased DCC revenue by \$45,000 in second-quarter earnings through securing new partnerships with 5 digital publishers and 8 agencies for integrated media campaigns
- Proactively re-negotiated licensing deals with existing partners, resulting in est. 25% reduction in annual costs using Minimum-Guarantee (MG) model

#### Partnership Management

- Achieved 98% partnership loyalty and retention through effective incident management (YouTube issues, payments, reports, copyright, etc.), and proactive resolution and prevention

#### Project Lead

- Boosted organic user growth by 30% and achieved a \$2,300 net profit within the first week by successfully leading the "Lucky Cat" project for MEGA1

#### Process Improvement

- Flexible managed partnership operations across a broad spectrum of hours (night, weekend, and holiday shifts), ensuring 100% uptime and availability for clients
- Willingly engaged in the VN-EL translation of business documents, news, websites, and other materials