

Vu Doan Hai Anh

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EDUCATION

Foreign Trade University (FTU)

Bachelor of International Economics

Vietnam

2018 - 2022

Data Science Qualifications

- **Data Science for Economics & Business Program - FTU x Dataport (2022)**
 - o Course Modules: Advanced Maths; Probability & Statistics; Database System Management; Programming for Scientific Computation; Advanced Analytics & Data Mining.
 - o Achievement: Highest-graded Credit Rating Project and was chosen to be proposed to the Board of Directors of Military Bank (MB Bank).

Marketing Foundation – Tomorrow Marketers Academy

WORK EXPERIENCE

The Hanoi Chatty Club

Media manager

Mar 2021 - Now

- Create contents on social media (Facebook, Website, Tiktok, Instagram) based on Content Matrix.
- Organize online events for members in club about applying English skills in multiple fields (voice off, presentation).
- Conduct market research and SEO optimization to plan content for the website
- Generate reports of business activities using Python about churn and upgraded customers.
- Keep track of customer journeys on club's social media.

ODIN Language Center

Salesperson

Sept 2020 – Mar 2021

- Generated market research to obtain customers to English teaching services
- Developed, build, and maintain strong relationships with customers and Manager.
- Being awarded best excellent salesperson of Tran Quoc Vuong premises in December 2020 (approx. 50 millions VND).
- Supported teachers and TA of testing students enrolling into courses.

DSS Vietnam Joint Stock Company

Marketing Intern

Oct 2019 – Mar 2020

- Supported Marketing teams in building contents on fanpages and websites.
- Built fanpages and created first contents for new distributors of the company to generate brand name.
- Conducted market research about smart home devices in Vietnam in order to launch smart lock into the market.
- Translate and create contents on ORVIBO Smart Home page.

EXTRACURRICULAR ACTIVITIES

Hanoi Free Private Tour Guide

Core team leader

Jul 2020 – Jan 2021

- Plan and organize events for club's members for reviewing history knowledge as a free tour guide.
- Conduct reports for new tour guides to provide additional information besides classes
- Contact and keep track between members and club's leaders to generate suitable events

TCM FTU Club

Organization member

Jul 2020 – Jan 2021

- Plan and provide human resources of the club to attend in suitable positions in the events.
- Train mentees about organizational activities, gain Best Teamwork Team in 11th recruitment member of TCM FTU Club
- Lead TCM's 9th and 10th birthday party with the attending of 150 – 200 attendees.

SKILLS

Technical Skills	MS Word, MS Excel, MS PowerPoint	Language	English (IELTS 6.5)
	Python; SQL; Power BI		Aptis C
	Adobe Illustrator, Canva		