

Nguyễn Thị Thanh Thu

Chua Lang street, Dong Da district, Ha Noi

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OBJECTIVE

Gain practical experiences and have clear direction in Data Analyst career path.
Become an advanced data analyst after 3 years

SKILLS

English	VPET (Versant Professional English Test) CEFR: B2
Research Skill	Good researching in both English and Vietnamese
Office Information Technology	Good user of MS Office

WORK EXPERIENCE

Gia dung minh duc - E-Commerce Specialist

4/2020 - 12/2021

E-Commerce Platform: Lazada

Main responsibilities:

- Write and edit product content that will be published on Lazada.
- Check and continuously update the quantity of the goods to report out of stock, stop selling, limit quantity...
- Consulting on products, answering potential customers' questions about seller's policies and e-commerce platforms via SMS, hotline
- Receive and resolve arising situations and problems related to products, orders, wrong shipping, and refunds.
- Track and report on goods sold through e-commerce platforms: Which products are expensive and vice versa, buyer feedback, and revenue to build potential strategies for increasing sales and improving customer service

Gained problem-solving and communication skills through working with many customers, demonstrated the ability to use MS Office, especially Excel effectively through managing a massive amount of products' information, and demonstrated good time management through coping with multiple works.

PROJECTS

L'Oreal Brainstorm Vietnam 2022 - Candidate in Round 2

12/2021 - 4/2022

Round 1: Registration

Round 2: Case Study

(Link to Team's work for more details: https://drive.google.com/file/d/1rwtizXoQZn75FxiXQ9V8_wQPbWxQuZ3g/view?usp=sharing)

Objectives: Identify Business insights of L'Oreal regarding sustainable beauty, the problems the cosmetics industry cause to the environment, trends, and customer behavior, and suggest a solution to contribute to minimizing the impacts of the cosmetics industry on the environment.

- + Suggested valuable ideas for development strategy beyond showing findings of an eco-friendly substance replacing a harmful substance in cosmetic products
- + Demonstrated the ability to do market research to draw insights and analytical skills through reading a large number of studies to come up with a solution to improve L'Oreal's products, and determine a target market and target customers.

CERTIFICATIONS

VPET certificate issued by Person: CEFR B2

10/2021

- Logical thinking was enhanced in all four English skills
- Have a good command of English

EDUCATION

Foreign trade University - Major: International finance

9/2018 - 9/2022

GPA: 3.31/4

Great knowledge in the financial field and the ability to adapt to different fields

EXTRACURRICULAR ACTIVITIES

Run for children (12/2018 and 12/2019): Member of fundraising team from Vovinam DAV Club

Objectives: Researching potential sponsors, Creating marketing and promotional activities, Developing fundraising events, and Organizing campaigns that will lead to donations.

- Gained comprehensive & detailed mindset, teamwork & interdependence working skills, and communication skills.
- Demonstrated good time management through working on multiple tasks and collaborating with different departments.

