

# LE KIM ANH

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## EDUCATION

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LAM SON GIFTED HIGH SCHOOL | Mathematics specialization

July 2018 - May 2021

GPA 12: 9.3/10 (Maths: 9.5)

Award: Gold Honor in International Youth Mathematics Challenge

Dec 2021

NATIONAL ECONOMICS UNIVERSITY | Mathematical Economics

Aug 2021 - May 2025

GPA: 3.5/4.0

## LEADERSHIP AND EXTRACURRICULAR ACTIVITIES

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The Vulva Organization

June 2021 - Present

Co-founder & Project Manager

- Collaborated with **Educacion Diversa, Spain** to promote sex education for teenagers through the **Period poverty – Free Bleeding** campaign with **60,000+ discussions** in 20+ online groups
- Proposed and organized 3 projects, namely **Listen Project** with **200+ mental health support** from our specialized teams; **Toc May Project – donate 60 samples of real hairs** to support cancer patients; **Raising Awareness of Breast Cancer Project – 200 participated papers**; **Free Million HPV Vaccine Project** for rural women
- **Fundraised 100,000,000 VND** to homeless people, single mothers, unprivileged children in Ho Chi Minh City through business activities of selling healthcare products besides **collaborating with 03 local brands** in promoting marketing strategies

## STARTUP ACHIEVEMENT

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Vietnam Social Innovation Challenge 2021

Aug 2021 - Dec 2021

Top 6 - Northern Finalists of VSIC

*Leader of Flying Penguins Team*

- Led a 4-member team against 100 teams by a social business model providing mental and physical healthcare services from connecting specialists integrated with focusing on customer-centric strategies
- Devised an interactive web app selling essential reproductive healthcare products with 2,000+ viewers after 3 days of releasing and received positive feedback from customers
- Conducted qualitative research to collect and categorize data related to the customers' insights and identify the exact possibilities of market penetration
- Won The Most Popular Award with the highest number of votes in the history of VSIC

Founder of SF

Feb 2022 - Present

A C2C e-commerce platform for purchasing secondhand items

- Devised and developed the Mix & Match utilities that analyze and modify the human patterns to consult the online customers' choices using the AI algorithms
- Strategized the business plans to enrich the shopping online ecosystem in social media and educate the customer's behaviors
- Negotiated and dealt with shop owners to increase the number of virtual stores on a platform and automatically upsell brands for promoting the marketing