

ABOUT ME

Dynamic Product Sales Support Executive with 2 years of experience in consumer insight analysis and client support. Demonstrated expertise in enhancing client satisfaction and driving product visibility. Open to opportunities in any product and service industry.

EDUCATION

University Of College Dublin National University of Ireland	Singapore
<i>Bachelor of Business Studies (Honours) Digital Business (GPA: 3.4/4.2)</i>	
Kaplan Higher Education Academy	Singapore
Diploma in Commerce (Business Administration)	

SKILLS

- **Consumer insight analysis**
- **Research analysis**
- **Client support**

WORK EXPERIENCE

Product Sales Support	Vietnam
<i>Dahlia Technologies Vietnam Company Limited</i>	<i>(May 2023 – Feb 2025)</i>
<ul style="list-style-type: none">• Researched 30+ potential channel partners leads daily and participated in IT events, resulting in a 15% increase in potential partnerships• Presented software training demonstrations and provided continuous support to 10+ clients and 10+ new employees• Created software materials, including detailed user manuals and guide videos, leading to a 30% reduction in support queries• Conducted competitor comparison and analysis of 5 competitors in the Vietnamese market, identifying 3 key areas for improvement• Authored marketing content for 10 software products in Vietnamese, contributing to a 30% increase in product visibility• Developed project wireframes for 2 software products, enhancing project efficiency by 20%	
Marketing Intern	Vietnam
<i>Symrise Asia Pacific Pte. Ltd</i>	<i>(Mar 2023 – May 2023)</i>
<ul style="list-style-type: none">• Purchased 25+ sets of samples and sent them to 3 other countries• Conducted market research and analyzed current trends of confectionery market in Vietnam• Created and designed 3 marketing presentation and project reports• Supported the Marketing Manager with any tasks as assigned	
Social Media Marketing Intern	Singapore
<i>Catherine's Macarons</i>	<i>(Jul 2022 – Oct 2022)</i>
<ul style="list-style-type: none">• Grew Catherine's Macarons's Instagram account from 2,600 to 3,600 followers maintaining a 10% engagement rate in 3 months• Designed organic and paid media campaigns resulting in a 20% increase in sales• Pitched, developed, and produced short video contents on Tiktok, resulting in 30% increase in follower growth in 3 months	

PROJECTS & VOLUNTEERING EXPERIENCE

Corporate And Competitive Strategy In The Online Food Delivery Sector	Singapore
<i>Kaplan Industry Project</i>	<i>Apr 2022</i>
<ul style="list-style-type: none">• Conducted research of the food delivery industry in Singapore using SWOT and PESTLE analysis• Developed creative and competitive corporate strategies. Awarded as the winning team• Consolidated 30+ files of interview data using Excel and performed analysis	
Volunteer translator	
<i>Da Nang Pet Adoption Group (Vietnam)</i>	<i>Feb 2022 - Present</i>
<ul style="list-style-type: none">• Translated weekly posts from Vietnamese to English to reach out to international audiences	

DATE OF AVAILABILITY

May 2025