

APPLICANT'S RESUME

PERSONAL INFORMATION

Name:	Le Thi Hien	Tel: +84 355583392 +60 17 478 5328
Email:	lehien0701@gmail.com	
Gender:	Female	Marital status: Single
Date of Birth:	07-01-1992	Place of Birth: Hanoi City
Passport No.:	N2295139	Nationality: Vietnamese
Current address: 16/4G, Thoi Tam Thon commune, Hoc Mon district, Ho Chi Minh city, Vietnam		



EDUCATIONAL HISTORY

Time Duration	Qualification & Name of Institution
2013	Vietravel Training Center – Sales and Tour operator certificate.
2013	TOEIC 720 certificate.
2010 - 2014	Sai Gon University – Vietnamese Studies
2014	Sai Gon Travel College – Tour guide certificate. International tour guide license. Bachelor's degree in Vietnamese Studies.

WORKING EXPERIENCE

☞ Byte Precision Sdn. Bhd (ByteDance/Tiktok Malaysia), **Moderation Quality Assurance Analyst (E-commerce)**

Jun 2024 - Dec 2024

Utilize quality management tools to strategically enhance policies through providing policy implementation feedback and minimizing moderation policy inefficiencies.

Deep understanding of Listing/Content/ Intellectual Property Rights moderation guidelines and moderation strategies from the policy team, and work as an expert for the specific domains.

Collaborate with stakeholders (i.e. policy teams) and develop quality inspection standards, to continuously optimize & refine policies, processes and platforms.

Collaborate & lead BPO Quality Assurance to ensure a high quality standard of moderation delivery; conduct risk inspections based on identified risks, reducing risk exposure on the platform

Work closely with QA market leaders, local partner operations, training & SOP teams to enhance moderation policies through identifying quality & product risks.

Validate and implement rejection labels, granting whitelist or revoking penalties stemming from erroneous human/machine moderation.

Initiate, lead & guide small/medium scale projects, pilot implementation of new platforms and tool functionalities aimed at enhancing moderation efficiency & quality.

Participate in large scale projects, aimed at identifying shortcomings or opportunities, provide business requirements (BRDs) from a moderation quality viewpoint.

☞ *Byte Precision Sdn. Bhd (ByteDance/Tiktok Malaysia), **Moderation Service Specialist (E-commerce)***

Dec 2022 - May 2024

Handling on-call (live chat) to address and provide solution to user's issues.

First point of escalations, appeals and clarifications on commerce moderation related matters and concerns.

Communicate with parties involved in the appeal process to ensure that they understand the status of their case.

Collect stakeholders' voices, address their issues and concerns and support them to achieve business success via our platform.

Collect customer voices, address their issues and concerns and support them to achieve business success via our platform.

Support other urgent tasks due to business need.

☞ *Byte Precision Sdn. Bhd (ByteDance/Tiktok Malaysia), **Content Moderation Specialist (E-commerce)***

Jun 2022 - Dec 2022

Review content on short-video platforms and conduct the content quality control in specific markets, make sure the contents comply with local policies, regulations and culture.

Identify improvement opportunities in workflow by using daily data analysis and suggest solutions.

Interpret and apply complex policies and guidelines to content by understanding the review policies and guidelines.

Participate in calibration meeting between in house and BPO quality assurance team.

Review seller appeal cases for product, anchor video and live slice.

Cooperate with team members and POC to ensure moderation quality is up to standard.
Review product, seller on boarding, trademark, product comment, live slice, anchor video, shop logo tickets ensuring legal compliance and safety of content uploaded to our platform.
Accountable for the improvement, and maintenance of standards for the security of our online communities.
Coordinate with supervising departments for timely management of content that violates our policies.

☞ *Teleperformance Malaysia, **Content Review Analyst***

Jul 2018 - May 2022

Review advertisements on social media platform based on policies and guideline from client side (related to many areas of life, such as: Ecommerce products, drug, healthcare service, alcohol...)
Scan for violations, refer to the guideline and policies and decide if those advertisements are suitable or not.
Understand and remain up-to-date with client's policies and guidelines.
Recognize trends and patterns, and escalate issues outside of the established policies.
Use market specific knowledge and insights to spot and scope solutions to improve the support of user community.
Review sensitive content, sometimes involving graphic or otherwise disturbing subjects.
Accomplish KPIs and team goals.

☞ *Indochina Tourist & Trade, Vietnam, **Contract Executive***

Jun 2016 - Apr 2018

Finding and developing potential suppliers/partners.
Monitor, update, negotiate...contract content with suppliers/partners.
Update forms of economic prices and information timely and accurately.
Building and maintaining relationships with business partners.
Timely support inbound and outbound business departments, respond to customers' requests for information about the company's service forms.
Work related to travel service providers such as hotels, restaurants, attractions...

☞ *Hoi An Express, Vietnam, **Sales Tour Desk Executive***

Oct 2014 - May 2016

Introduce and sell tours to guests at hotels / offices.
Perform work / papers / reports related to tour sales, other services: air tickets, bus tickets, booking guests hotel, car rental, etc.
Report the revenue at the end of each shift... or arising.
Keep track of services performed for customers.

Solve and deal with problems, customer complaints ...

Make reservation of hotels, restaurants, air tickets, ... related to customer service.

In charge of other projects of the company (if assigned).

Business trips to other provinces or abroad

Other tasks as assigned by management.

✈ *Vietravel, Vietnam, **Customer Service Counselor***

Aug 2014 - Sep 2014

Collect service feedback from customers.

Answer questions, solve problems, and make suggestions for additional products and services.

Report to management for further problems

PERSONAL SKILLS

- Good command of English
- Good selling & customer service skills, strong willingness to support internal and external customers to address their issues
- Learn quickly new techniques, keen on researching and discovering
- Proficient in using MS tools, including Excel, Word & PowerPoint.
- Creative, curious, highly energetic and well-organized.
- Computer fluency and understanding of software and advanced internet functions.
- Ability to work in fast and evolving workflows with eye for detail.
- Ability to maintain a high degree of confidentiality while meeting strict deadlines.
- Strong time management, risk management, and written and verbal communication skills.
- Proficiency in Data analysis and visualization, particularly in conducting root cause analysis.
- Strong ability to work collaboratively with cross-functional teams.
- Adaptable, fast learner and highly motivated with experience in operations and project management.
- Highly organized and detail-oriented with a proactive work-style.

HONORS & AWARDS

- Employee of the year - Indochina Tourist & Trade • Feb 2018
Employee of the year 2017
- Employee of the year - Teleperformance • Jul 2019
In recognition of your outstanding performance, commitment to excellence and integrity of your

character resulting to team and campaign's success.

- Certificate of recognition - Teleperformance • Feb 2021

For your outstanding performance commitment to excellence and integrity of your character resulting to team and campaign's success for Q4

- Certificate of recognition - Teleperformance • May 2020

For your outstanding performance commitment to excellence and integrity of your character resulting to team and campaign's success for Q1

- Certificate of recognition Q2 Top agent - Teleperformance • Jul 2019

For your outstanding performance commitment to excellence and integrity of your character resulting to team and campaign's success for Q2

- Certificate of recognition - Teleperformance • Jun 2019

For your outstanding performance commitment to excellence and integrity of your character resulting to team and campaign's success for Q1

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