



Chu Van Hieu

23 years old

Graduated from University of Economics & Finance (UEF)

E-commerce major (Online Business)

PROFILE

In addition to my foundational knowledge in E-commerce, I have gained experience in roles related to Content Writing, Marketing Communications, Website Optimization, and Website Management. Moreover, I have independently developed additional skills that I believe will be valuable for my future career, such as Consumer Behavior Analysis, Graphic Design, and UI/UX Design.

With these experiences and skills, my career goals are:

- IN THE NEXT 1-2 YEARS: I aim to become an efficient E-commerce Executive, working in roles such as **E-commerce Platform Operations**, **Marketplace Management**, or **Strategy Planning** for online sales channels.
- IN THE NEXT 3-5 YEARS: I aim to further enhance my **Analytical and Critical Thinking skills** to stay effective in the ever-evolving E-commerce landscape. My goal is to earn the trust of my superiors and colleagues by demonstrating **strong expertise, excellent operational skills, and the value I bring to the organization.**

CONTACTS

📍 **Address:**
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DESIGN TOOLS

🎨 **ADOBE PHOTOSHOP**
Obtained Adobe Photoshop certification

🖱️ **FIGMA**

🎨 **CANVA**

SEO TOOLS

🐸 **SCREAMINGFROG**

🔍 **GOOGLE SEARCH CONSOLE**

🔗 **AHREFS**

OFFICE TOOLS

Obtained information technology application certification

📄 **WORD**

📊 **POWERPOINT**

📧 **EXCEL**

LANGUAGE

VIETNAMESE

ENGLISH

Obtained B2 VSTEP certification

PROJECT

◆ **2020-2024** at UEF University (certified)

◆ **Project Design**

◆ **MARKETING THROUGH GENZ'S SMARTPHONE HABITS**

◆ **Mobile Commerce**

◆ **SPOTIFY'S M-COMMERCE CASE STUDY**

◆ **Online Business**

◆ **DEVELOP BEAUTY PRODUCTS AND SERVICES**

EXPERIENCE

◆ **August 2023 - February 2024**

◆ **IELTS Vietop** - Content SEO and Website Manager

By writing and optimizing a total of **153 SEO articles**, building **28 keyword sets**, and implementing **social linking**. I helped the Uphle website (a subite of IELTS Vietop) **increase traffic by 60% in December 2023.**

◆ **June 2024 - December 2024**

◆ **MB Bank (Tan Cang Branch)** - Marketing and Sales Executive

By early December 2024, I successfully reached out and activated **nearly 600 VietQR codes** and **330 physical bank cards** in the Hi Collection of MB Bank through filtering and analyzing existing customer data.