



HỒ SỸ PHÚ

BRAND & COMMUNICATION INTERN

I've always been fascinated by how a brand can spark emotion in just a few seconds of content. With a background in Finance and Banking, I've developed strong analytical thinking, attention to detail and a structured mindset. Though I have no direct experience, I'm eager to learn, actively follow real-world campaigns and ready to start from the ground up to understand how brands build their image, connect with people and grow their communities.

CAREER GOALS

In the short term, I aim to gradually gain hands-on experience in Social & Brand by supporting content coordination, tracking campaign performance and learning how brands engage with their communities.

In the long term, I aim to become a skilled communications professional with a deep understanding of brand building — contributing to impactful campaigns that resonate emotionally and leave a lasting impression on audiences.

EDUCATION

UNIVERSITY OF ECONOMICS AND LAW (UEL)

Bachelor of Finance and Banking 2021 - 2025

GPA: 7.52 / 10.0

CERTIFICATE

TOEIC (4 skills)

ETS | 10/2024

Speaking - Writing: 320 / 400

Listening - Reading: 890 / 990

ACHIVEMENT

Faculty of Finance and Banking UEL | 4/2024

- Academic Encouragement Scholarship

UEL Students' Association 11/2023 - 2/2024

- 1st Runner-up in E-sport - School level
- Enthusiastic student - Spring Volunteer

EXPERIENCE

BIDV - EASTERN SAIGON BRANCH

Personal Customer Relations Intern

11/2024 - 1/2025

- Customer Request Handling:** Welcomed and assisted 50-70 customer requests per month at the branch, including loan inquiries, information updates, and product consultations.
- Document Management - Branch Operations Workflow:** guided customers in preparing loan documents according to the correct process; categorized, coded, and stored over 150 document sets in both electronic and physical formats.
- Product Launch Support - Digital Sales Channel:** Participated in the campaign to introduce BIDV SmartBanking at the counter, achieving around 80 new app registrations within the first two weeks of rollout.

MILITARY BANK (MB) - DISTRICT 9 BRANCH

Personal Customer Relations Intern

4/2023 - 10/2023

- Direct Consulting and Marketing:** Approached an average of 60 customers per week to introduce account services, QR code payments, and applications. Achieved a conversion rate of 30-35% for actual registrations.
- Frontline Customer Support:** Assisted over 200 customers with account creation, app activation, two-factor authentication setup, and common troubleshooting.
- Document Verification - Paperwork Handling:** Checked loan documents (ID cards, household registration books, labor contracts, etc.) for individual clients and small business owners.
- Sales Skill Development:** Attended training on consulting process, deal closing techniques, and handling customer objections.

SKILLS

- In-Store Consulting
- Frontline Problem Solving
- Efficient Communication
- Data standardization
- Reporting & Actionable Improvements

PERSONALITY

- Progressive Over Lucky
- Act for the Customer
- Decide base on data
- Always choose kindness
- Commit - Act are above all

CONTACT



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