VO THI NGOC TRINH

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With a passion for retail analytics, I combine two years of hands-on project coordination experience with advanced data analysis skills to deliver data-driven business solutions. My collaborative approach and problem-solving mindset empower me to develop innovative strategies that optimize operations and growth for Circle K Vietnam.

WORK EXPERIENCE

VELA Group   **HCMC, Vietnam**

- **Assistant Project Manager**   **Jan 2024 - Jun 2024**
  - Supported Phase 2 of SABOMALL's S2B platform by validating the feasibility of the S2C "Mua hàng tận xưởng" model for SaboMall's expansion.
  - Assisted the Project Manager in tracking the progress of six core modules (Campaign, Category, Product & Tech, Operations, Affiliate, and Community) across multiple functional departments to ensure on-time project delivery.
  - Prepared executive meeting materials and documented key action points for effective follow-up.
- **Media Project Assistant**   **May 2022 - Jan 2024**
  - Built a database of potential Southeast Asian influencers for targeted marketing campaigns, ensuring requested projects per month.
  - Coordinated requests for five collaborators to support translation and voice-over services.
  - Reported monthly financial operations for Media department's services.

EDUCATION

Bachelor of Business Management   **May 2017 - Aug 2021**
University of Sunderland

SKILLS

Technical Skills
MySQL, MS SQL, Power BI, Excel, Canva, AI Tools (ChatGPT, DeepSeek).

Soft Skills
Communication, Leadership, Time management, Ability to work under high pressure.
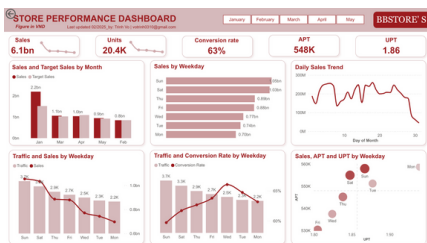
CERTIFICATION

SQL (Advanced) Certificate (Credential ID: 2bc1ab9c25df) 🔗 by **Hackerrank**   **Dec 2024**

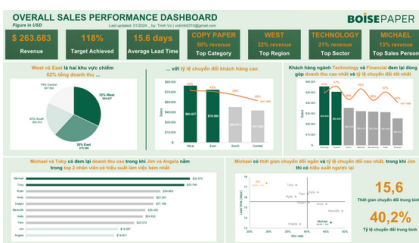## LANGUAGES

Vietnamese (native), English (intermediate).

DATA ANALYSIS PROJECTS

Women's Fashion Retail Growth Analysis 🔗

The project aimed to **build an interactive dashboard** and **analyze strategies** for **optimizing sales** and **increasing revenue** in the **women's fashion offline retail** sector in Vietnam.
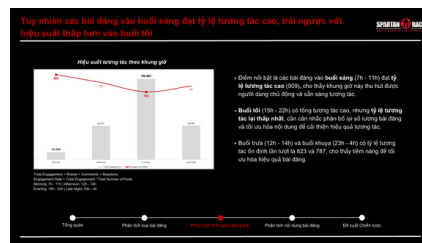**Skills:** Power BI, Dashboard Design, Data Storytelling, Canva.

Boise Paper Sales Analysis Project 🔗

The project aimed to **analyze** the **sales performance** at Boise Paper by assessing the current situation and providing specific solutions to improve the **sales strategy.**
Skills: Excel, Data Storytelling, Canva.

Spartan Race Social Media Performance Analysis 🔗

The project aimed to **analyze** the **current status of Facebook posts** by Spartan Race, evaluate its performance, and propose specific solutions to **optimize content for increased engagement**.
Skills: Excel, Data Storytelling, Canva.