



LE VAN PHUOC ANH

While my background is in life insurance, I've gained strong analytical and information processing skills, highly applicable to planning and executing promotions. I'm detail-oriented, quick to learn market trends, and keen to leverage these abilities as a promotion staff member, driving successful sales campaigns.

EDUCATION

- 2019 - 2023 | Bachelor's Degree in Marketing Management at HSU - Cum Laude
- 2023 - present | MBA at HSU

SKILLS

- Team work, communication
- Presentation
- Information Technology
- Withstand great pressure
- Critical thinking

CERTIFICATES

- Effort Exchange Planner April 2024
- TOP 3 Best Exchange Planner February 2024
- Producted Exchange Planner December 2023

WORK EXPERIENCES

- 08/2024 - Present HYUNJIN LIFE VIETNAM - Sales Manager
 - Business Development: Expand the business network by recruiting and training new agents.
 - Enhance employee knowledge, skills, and capabilities to enable them to effectively perform their assigned tasks.
 - Set clear goals and objectives develop marketing and sales strategies.
 - Overseeing team member client meetings, set meeting agendas and objectives.
- 11/2023- 07/2024 Exchange by AIA - Exchange Planner
 - Prospecting: Identify and reach out to potential clients who have a need for life insurance through various channels such as referrals, networking, advertising.
 - Product Consultation: Meet with clients, analyze their needs, and recommend life insurance products that are tailored to their specific needs and financial capabilities.
 - Customer Care: Maintain contact with clients, address inquiries, assist with claims and complaints.
- 09/2022- 02/2023 Kid's Club - Kinder Education - MKT Intern
 - Responsible for planning Content Marketing (Fanpage & Website)
 - Carry out simple sample design and transfer brife to designer.
 - Based on Facebook analysis and planning to run ads on Meta business under the direction of MM.
 - Experience running activation events and CSR events with colleagues.
- 10/2019 - 02/2020 GreenClub Hotel - MKT Intern
 - Responsible for planning as well as creating creative content for the hotel's fanpage.
 - Set up promotions with colleagues in the company.
 - Was guided and was able to run ads on the Digital platform. As well as reading data in a general way.
 - Support planning and running internal events.