



CONTACT

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District 12, Ho Chi Minh City

SKILLS

Specialized Expertise	●	●	●	●
Critical Thinking	●	●	●	○
Data Literacy	●	●	●	○
Coding	●	●	○	○
Communication	●	●	●	●

EDUCATION

2022 - present

Finance - Marketing University

Major: Business Administration

Current GPA : (3.58/4)

Expect Graduation April, 2026

A+ Achievements in:

- Business Analysis and Forecasting (9.5/10)
- English for Business (9.1/10)
- Probability, Statistics Theory & Applications (9.6/10)

TRUONG PHAN HUNG CUONG

Ecommerce & CRM Supervisor (Planning)

CAREER OBJECTIVE

- **Short-term (2 years):** As a third-year student, I aim to expand my knowledge and gain experience in the field of Business Development through internships and full-time opportunities. My goal is to sharpen skills in supporting Ecommerce & CRM Supervisor, while achieving outstanding results in a professional working environment.
- **Long-term (5 years):** After graduating, I hope to work as a Business Analyst in a company and gradually develop into a **E-com&CRM Manager** to contribute effectively to the organization.

WORK EXPERIENCE

Leader of Scientific Research Group and Academic Teams

November 2023 - May 2024

- Proficient in **SPSS, SQL, and Python** with strong skills in planning, organizing, and executing data analysis in **over 6 academic competitions**.
- Effective communicator with excellent teamwork, responsibility, and fluency in foreign languages.

Intern at The Gioi Marketing Co., Ltd.

March 2025 - June 2025

- Under 1 year of experience in managing more than **50 website projects**, ensuring timely resolution of issues and improved client satisfaction.
- Strong background in data analysis using **SQL, Excel, Python, Tableau, and Power BI** in channel selection, product strategy, pricing strategy...
- Hands-on experience supporting **CRM/E-Commerce** through client research and approaching potential customers via online platforms.
- Proficient in creating reports and dashboards (**Power BI, Excel, PowerPoint**) to support management decision-making.
- **Strong communication, problem-solving and presentation skills** in both Vietnamese and English.
- Collaborative and customer-oriented mindset with a proactive, can-do attitude.

ACHIEVEMENTS

- Third Prize in City-Level Geography Competition (May 2022)
- TOEIC Certificate (795 - Listening and Reading) (Jul 2023)
- Microsoft Office Specialist Certification - Word & Excel 2019 (Apr 2024)
- Semi-finalist, "Manage to Be 8" Competition - HCMC University of Technology (May 2024)
- Research Project Completed - FBA (Oct 2024)
- "5 Good Student" Award - University Level (Dec 2024)
- Excellent Academic Scholarship - FBA (March 2024, August 2024, May 2025)

EXTRACURRICULAR ACTIVITIES

- Volunteering at YouthFest 2024 - Ho Chi Minh City's Youth Festival with over **10,000** participating students citywide.
- Volunteering at Vietnam Disability Day - An event involving **6,500** people with disabilities.
- Workshop "NEWINGS - Personal Development" hosted by AIESEC.
- Workshop "Data Management" organized by MISA Online Accounting Software Company.
- **MOS (Microsoft Office Specialist)** Certification Course under "Teaching Project" by TheYoung.
- Proficient in: Word, Excel, PowerPoint, Power BI, Adobe Photoshop, SPSS, Python, SQL...