

# Mrs. TRAN NGUYEN KHANH UYEN

Project Coordinator | Business Operations | Internal Engagement Sup |  
Administrative Duties | Business Development | Customer Service



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## SUMMARY

**6+ years of experience in Project Coordination, Business Operations, and Internal Engagement across Hospitality, HR, and Insurance industries**

## EDUCATION

Bachelor of Business of Economics and Finance (2014-2017)  
**Royal Melbourne Institute of Technology (RMIT) University, Ho Chi Minh, Vietnam**  
▪ Business Administration (2009-2011)  
**Golden West College, Huntington Beach, California, U.S.A**

## OBJECTIVE STATEMENT

Dynamic and results-driven **6+ years of experience in Project Coordination, Business Operations, and Internal Engagement across Hospitality, HR, and Insurance industries**. Skilled in **project planning, KPI optimization, cross-functional collaboration, and employee engagement initiatives**. Experienced in **coordinating sales strategies, livestream marketing, and corporate culture programs**.

## WORK EXPERIENCE

### I. Project Coordinator & Business Operations

*Dream Talent (Think Smart Insurance & HR Solutions)*

*Nov 2024 – Present*

#### 1. Sales Performance & KPI Optimization (Opportunity & Performance Management)

- Collaborated with the Sales team to **track and improve KPI performance**, ensuring alignment with business goals.
- Designed a **KPI monitoring system** to **maintain sales momentum and prevent stagnation** after individual targets were reached.
- Facilitated **cross-functional meetings between Sales, HR, and Management** to identify bottlenecks and optimize processes.
- **Results:** Increased sales by **30%** and improved KPI achievement from **70% to 90%**.

#### 2. Monthly Livestream Marketing Project (Project Coordination)

- Led the **coordination of monthly livestream campaigns** with Marketing and Sales agents to enhance brand engagement and customer conversion.
- Managed **content planning, scheduling, and post-event analysis**, ensuring optimal execution.
- **Results:** Boosted audience engagement by **40%** and improved sales conversion rates by **25%**.

#### 3. Internal Culture & Employee Engagement (Team Collaboration & Reporting)

- Partnered with HR to develop and execute **internal culture initiatives**, including **team-building events, reward programs, and CSR activities**.
- Collected and analyzed **employee feedback** to refine engagement strategies.
- **Results:** Increased **employee satisfaction by 30%**, contributing to **higher retention rates**.

#### 4. Corporate Event & CSR Management (Problem Solving & Coordination)

- Organized **company-wide events** such as **Year-End Parties, Teambuilding, and Charity Projects**.
- Managed event logistics, vendor coordination, and budget tracking.
- **Results:** Successfully executed large-scale events with **95% positive feedback** from employees.

## II. Administrative Assistant & Assistant to General Director

Eagles Group, Ho Chi Minh City

March 2022 – June 2024

### 1. Assistant to General Director (March 2023 – June 2024)

- **Monitored** and **analyzed operational performance** across departments (**HR, Finance, Operations**), providing **data-driven reports** to optimize workflows and support **strategic decisions**.
- Supported the **setup** and **operational launch** of two major projects under **Eagles Group**:
  - **Eagles Beach Resort Project (October 2017 – June 2018)**: Collaborated with **project teams** to establish **initial operational systems**, **track progress**, and **allocate resources** during the pre-launch phase.
  - **La Phenix Rouge Mini Hotel Project (January 2023 – November 2023)**: Assisted in designing **organizational structures**, coordinating **setup activities**, and ensuring **timely completion** of operational frameworks.
- Worked at the **head office** in Ho Chi Minh City outside of project assignments, managing **cross-departmental communications** and preparing **performance summaries** for senior leadership.
- **Result: Streamlined reporting processes**, reducing **data consolidation time by 15%**.

### 2. Administrative Assistant (March 2022 – March 2023)

- **Managed company records**, **tracked budgets**, and prepared **internal reports** to ensure operational accuracy and compliance.
- **Coordinated** with departments to maintain **up-to-date data systems** and supported **office logistics**.
- **Result: Improved data retrieval efficiency by 20%** through **organized documentation systems**.

## III. Assistant Manager

Vu Tan Dung Joint Stock Company (Steel Factory), Xuan Loc, Dong Nai

Jan 2017 – June 2017

- **Led** a team of 15 to surpass **quarterly sales goals by 20%** through **training** and **performance tracking**.
- **Analyzed inventory data** to minimize losses and collaborated with **management** to enhance **customer satisfaction**.

## IV. Oversea Educational Consultant,

United Education Corporation, Ho Chi Minh

Aug 2013 – Aug 2014

- **Coordinated overseas study programs**, provided **data-driven insights** for student placement and study plans.
- Developed **marketing analytics strategies** to attract prospective students.
- Conducted **training sessions & visa interview coaching**, improving approval rates.

## SKILLS

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- **Project Coordination & Business Operations**: Expert in managing **timelines**, **resources**, and **cross-functional teams**.
- **Sales Performance & KPI Tracking**: Proficient in designing and monitoring **KPIs** to drive **performance improvement**.
- **Customer Experience & Data Analytics**: Skilled in leveraging **data insights** to enhance **customer satisfaction**.
- **Budget Planning & Expense Control**: Experienced in **financial oversight** and **resource optimization**.
- **ERP Systems**: Exposure to **Odoo** (CRM, Sales, Accounting, Project Management) with eagerness to deepen expertise.
- **Data Analysis & Visualization**: Competent in **Excel** (Pivot Tables, VLOOKUP) and currently learning **Power BI** and **SQL**.
- **Marketing & Brand Awareness**: Adept at coordinating **livestreams**, **social media**, and **campaigns**.
- **Problem Solving & Data-Driven Decision Making**: Proactive in **identifying issues** and implementing **data-backed solutions**.
- **Technical Proficiency**: Familiar with **Property Management Systems (PMS)**, **Microsoft Office Suite**.
- **Communication**: Fluent in **Vietnamese (Native)** and **English (IELTS 6.5)**, adept at **stakeholder engagement**.