# Đào Thành Đạt

#### SENIOR MANAGER

📞 03 56789 993 🔀 thanhdatadhd@gmail.com 🔗 https://dumas21.vercel.app/ 👂 Hà Nôi, Hải Dương, Hải Phòng

#### **CAREER GOALS**

To become a strong and inspiring leader who can foster a positive work environment and motivate the team to achieve common goals. To develop risk assessment and management skills in a dynamic business environment, while encouraging creativity and innovation to create value for the organization.

To build analytical and strategic business planning capabilities, ensuring effective implementation of specific plans and objectives.

#### **EDUCATION**

#### Hanoi University of Industry

2015 - 2019

BACHELOR OF BUSINESS ADMINISTRATION (HIGH-QUALITY PROGRAM)

#### **ACTIVITIES**

#### VOUCHER HIGHLANDS TOÀN QUỐC

2024 - Present

#### **FOUNDER**

- Manage and execute affiliate marketing campaigns for various products/services to drive revenue growth through partnerships.
- Create and optimize promotional content (articles, videos, banners) to attract users and maximize conversion rates.
- Analyze campaign performance using tools like Google Analytics and affiliate platform reports to improve efficiency.
- Develop strategies for SEO, PPC, and content marketing to increase reach and generate sales through affiliate channels.

#### WORK EXPERIENCE

#### HIGHLAND COFFEE SERVICE JOINT STOCK COMPANY

2021 - Present

#### STORE MANAGER LEVEL 3

- Managed store operations in alignment with system standards to improve service quality
- Trained, mentored, and motivated staff to learn and grow.
- Monitored operations to make timely adjustments for optimal performance.
- Supported and resolved issues in stores within the same area.
- Controlled key business metrics to maintain growth and stability.
- Handled risk management and liaised with authorities when necessary.

#### **GEMINI CAFE COMPANY LIMITED**

2017 - 2020

#### SHIFT LEADER/ ASSISTANT STORE MANAGER/ STORE MANAGER

- Managed daily store operations.
- Monitored revenue to adjust inventory and staffing accordingly.
- Ensured a well-trained staff with a strong understanding of the service industry.
- Conducted training sessions to improve skills and foster team cohesion.

#### **CERTIFICATIONS**

Social Media Certified		2025
TOEIC 650		2019
Advanced Information Technology Skills		2019
AWARDS		
2023: Highlands Coffee National Football Championship		Gold Medal
2023: Highlands Coffee Northern Region Football Championship		Bronze Medal
2022: Highlands Coffee Northern Region Football Championship		Gold Medal
2022: Highlands Coffee National Football Championship		Gold Medal
SKILLS		
MANAGEMENT	<ul> <li>Monitor internal business operations to make informed decisions.</li> <li>Risk management and human resource management. Flexible, creative yet disciplined and standards-compliant.</li> </ul>	
INFORMATION TECHNOLOGY	<ul> <li>Microsoft Office</li> <li>Adobe Photoshop, Illustrator, Premiere</li> <li>Visual Studio, HTML, JS, CSS+, Lua,</li> </ul>	
MARKETING	<ul><li> Market analysis and customer insights</li><li> Campaign planning and execution</li></ul>	
OTHER SOFT SKILLS	<ul> <li>Complaint resolution</li> <li>Time and task management</li> <li>Effective communication</li> <li>Teamwork spirit</li> <li>Decision-making skills</li> </ul>	

## **PROJECT**

## COUPON WEBSITE: VOUCHERHIGHLANDSTOANQUOC.COM

( 2024 - present )

Client	Highlands Coffee's Customer
Discription	Provide free vouchers and customer care
Participant count	under 10000 member
Position	Founder & Developer
Roles and responsibilities	<ul> <li>Setting goals and strategy: Ensuring the website meets user needs by providing high-quality and easy-to-use discount codes; Improving user experience: Ensuring the website is user-friendly, easy to navigate, and fast-loading.</li> <li>Ensuring accurate discount codes: Partnering closely with Highlands Coffee to provide accurate and up-to-date codes.</li> </ul>

	<ul> <li>Marketing and promotion: Using strategies like email campaigns and social media to attract new users and retain current ones.</li> <li>Customer support: Offering quick and effective support channels to address any issues with the discount codes.</li> </ul>
Technology used	Artificial Intelligence     SEO, Web hosting     Social Media Marketing; Marketing automation     Social Group Developing     Frontend, Backend, SQL     UI/ UX

## ONLINE GAME COMMUNITY DEVELOPMENT

( 2020 - 2022 )

Target age	15-40 years old	
Discription	The most attractive role-playing video game of 2020-2022	
Participant count	above 10000 members	
Position	Founder & Developer	
	• Developed, promoted, and maintained a GTA 5 game community. Handled game development, bug fixes, and daily updates.	
Roles and responsibilities	Established community management standards for over 10000 members.	
	Addressed player issues, promoted innovation, and ensured stability.	
	Built partnerships to generate revenue and cover project costs while ensuring profitability.	
Technology used	Game programming; Game Server Hosting (OVH); LUA; Javascript; Anti-cheat; Anti-DDOS     3D; Adobe     Social Media	

### **HOBBIES**

Football, music, reading

## ADDITIONAL INFORMATION

© topcv.vn