



# Lê Minh Hải

## BUSINESS DEVELOPMENT SPECIALIST

*"Youth: What else but confidence?"*

### PERSONAL PROFILE



22-08-2002



### EDUCATION

#### BACHELOR OF INTERNATIONAL BUSINESS

School / Training School: Westernsydney  
University

Classification: Good

Faculty: Economics

Major: International Business

IELTS : 5.5

Graduation : 2024

### ABILITIES

- AI applications
- Inventory and Personnel Management
- Presentation and Negotiation
- Computer Science: Word, Excel, PowerPoint - (Certification obtained)
- Planning and Financial Analysis Support
- Teamwork
- Handling Customer Rejections
- Information Processing and Analysis

### HOBBIES

- Reading books, newspapers, and comic books
- Sports - eSports
- Experiential travel
- Expanding social connections or networking

### SUMMARY

- I'm a freshly minted International Business grad who jumps straight into the action—whether it's mapping out market trends, running targeted campaigns, or collaborating with partners to bring new products to life.
- I thrive in fast-paced teams, love digging into numbers to solve real-world challenges, and am now eager to grow as a Marketing, Sales, or Business Development Executive



### WORK EXPERIENCE

Vedan Limited Liability Joint-Stock Company

12/2024 - Present

Position: Assistant Marketing Specialist

- Conduct market research, field surveys, and sensory evaluations to guide new product development.
- Liaise with contract-manufacturing partners to ensure quality and timely delivery of prototypes.
- Support multi-channel marketing campaigns: coordinate event logistics, digital content briefs, and stakeholder communication.
- Represent company at promotional events (Saigon Chef Festival, Union Football Tournaments) to enhance brand visibility.

Marconnect Company

03/2024 - 12/2024

Position: Finance Assitant & Sales Support

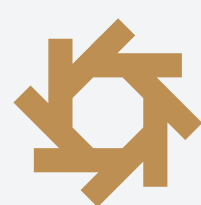
- Promoted and advertised insurance products to various customers to increase revenue.
- Assisted customers in financial planning for insurance products.
- Provided customer care and explained product details to clients.

Lam Duc Hai Single-member Co., Ltd

08/2020 - 02/2022

Position: Sales Associate

- Managed pricing strategies, stock levels, and inventory control to minimize stockouts.
- Designed and executed in-store promotions, increasing stationery product sales by 12%.
- Collaborated with distributors to coordinate weekly shipments and ensure 98% on-time delivery.



### PROJECT

#### Project: IntelliWake (BMC Application)

10/2023 - Brand & Business Planner

- Defined target segments (students, office professionals) through primary research and surveys
- Developed brand positioning focused on improvement, awareness, and support of sleep quality.
- Planned micro-influencer partnerships in the healthcare sector to amplify product reach.
- Created resource-based financial model and team-building roadmap to align objectives.