Nguyen Thi Minh Thu

Viale Isonzo 21, 20135, Milan, Italy | +39 349 794 3871 | nguyen.thi@studbocconi.it

EDUCATION

Bocconi University   **Milan, Italy**
Master of Science in Marketing Management, current GPA: 28.01/30.00 (2nd semester of 2-year program)   Sep 2017 – Present
*Projects: Apple iPhone X - Market Research on Customer Perception; L'oreal Redken - Attracting
Millenials to Salons; Durex - Market Penetration strategy for the Italian Market*

Ritsumeikan Asia Pacific University   **Beppu, Japan**
Bachelor of Business Administration, GPA: 3.77/4.00   Apr 2013 – Mar 2017
Thesis: "Japanese Organizational Culture and Its Influence on Western Employees' Job Satisfaction"

High School for the Gifted   **Ho Chi Minh, Vietnam**
English Major, GPA: 9.40/10.00   Jun 2015 – Feb 2016

WORK EXPERIENCES

Ritsumeikan Asia Pacific University   **Beppu, Japan**
Part-time, Lead Teaching Assistant   Sep 2014 – Dec 2016
- Co-ordinated and monitored performances of the university's TA team of more than 50 students
- Updated deans and instructors monthly with written and oral reports on the team's performance
- Compiled reports on students' satisfaction level every term regarding the school's teaching through field research
- Organized "Raise your voice" feedback sessions to facilitate communication between the school and students

Uniqlo Japan   **Beppu, Japan**
Part-time, Sales Associate   Aug 2015 – Jan 2016
- Increased customer engagement with merchandise, responded to customers' requests
- Received praises from shop manager for consistently providing a high standard of customer service
- Acquired knowledge of the fast fashion industry while being rotated among various tasks

Weblio Japan   **Beppu, Japan**
Part-time, Translator   Oct 2016 – Jan 2017
- Translated Japanese terms into English and vice versa for 15 hours per week for four months
- Obtained knowledge of business terminologies

EXTRACURRICULAR ACTIVITIES

Teach for ASEAN   **Beppu, Japan**
Co-founder, Student-run Organization   Aug 2015 – Present
- Organized volunteer English-teaching trips to low-income communities in South East Asian countries (Thailand, Vietnam) with about 30 participants carefully selected each time from more than 100 applications
- Acquired eye-opening experience through spending time with less fortunate people
- Appeared twice on local newspapers and invited to talk to city major as representative of the university' foreign students

TEDx talk in Vietnam   **Ho Chi Minh, Vietnam**
Organizer, Club Project   Dec 2012
- Directed promotional campaigns on-campus (posters, special events) and online (Facebook, self-made website)
- Invited guest speakers and sealed sponsorship deals with interested companies
- Succeeded in filling up a 200-guest venue with all tickets sold out
- Headlined articles on "kenh14.vn", the most popular online news portal for young people in Vietnam

Beppu Clean-up Program   **Beppu, Japan**
Member, Student-run Organization   Aug 2015 – Mar 2017
- Cleaned up beaches and canals once every month and run awareness campaigns on reducing pollution on SNS
- Developed acute awareness of how people are mistreating their living environment and committed to raising attention to this issue
- Embraced the opportunity to give back to the community

APU Business Case Competition   **Beppu, Japan**
Member, Runner-up (out of 12 teams)   Sep 2015
- Developed strategies overnight with group members for a Japanese company to enter a foreign market, presented the next day in front of a panel of company executives
- Earned special acknowledgement for coherence of short-term and long-term vision, advised to consider also the implications of having to recruit a foreign workforce

HONORS & GRANTS

Bocconi Merit Scholarship, *financial support for students with outstanding academic profiles*   Sep 2017 - Sep 2019
Oita Prefecture Scholarship, *financial support for students active in community work*   Mar 2014 - Mar 2016
1st place in Female Football Championship, *school-level sport competition*   2010

OTHER INFORMATION

Languages	English (Fluent – IELTS 8.0), Japanese (Intermmediate – N2), Italian (Basic), Vietnamese (Native)
IT Skills	SPSS (data-analyzing tool for huge database), Video Editing with Sony Vegas Pro, Office (Word, Excel, Powerpoint),