

## CURRICULUM VITAE

### PERSONAL INFO

#### VO HONG TUAN LINH



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Sex Male | Date of birth 03/12/1989

### PERSONAL STATEMENT

Experienced Data Analyst with a demonstrated history of working in the information technology-related industry. Skilled in Market Research, Social Listening, Social Media Analytics. Strong business development professional with a Bachelor's degree focused on International Business/Trade/Commerce.

### WORK EXPERIENCE

*Sep 2015 – Jun 2017*

#### DATA ANALYST – SDL TECHNOLOGIES VIETNAM

**Business:** Market Research.

Research American/European/Asian social media sites with required internal and external tools in order to build insightful reports to worldwide clients, which help improve their business decisions.

- Reporting on data includes:
  - Setup keywords, search strings based on clients' objectives to collect raw data.
  - Filter, categorize and analyze the defined dataset using company's tools to derive insights.
  - State and test hypotheses that contribute to report body.
  - Determine when, where, what and why people talk about a brand/product on social media platforms (YouTube, Reddit, Flickr, Twitter, Instagram, Facebook, forums, blogs, etc...)
  - Determine sentiment of consumer voice.
  - Identify main themes of conversations using Topic Modeling function.
  - Identify key influencers.
  - Identify key trends in data sets.
  - Monitor client's social media accounts to keep crisis under control.
- Work with the Account team in support of Research & Data Managers to figure out clients' needs.
- Work with Back-end team to ensure improvement and innovation in capturing data.

## CURRICULUM VITAE

### *Apr 2014 – Aug 2015* BUSINESS DEVELOPMENT ASSISTANT – CIRCLE K VIETNAM

#### **Business:** Retail / Marketing

Promote Circle K brand by integrating various types of additional services into the franchise. Take responsibility for maintaining current services (laundry, ticketing, ATM, bill payment) as well as developing potential ones (food delivery, e-lottery...). Assist and report directly to Director of Marketing & Business Development the following tasks:

- Work on sourcing suppliers, building visibility and raising brand awareness.
- Liaise with suppliers to ensure marketing campaigns run effectively on both online and offline channels. Take care of POSM, articles and posts on websites, Facebook fan pages.
- Work cross-functionally with other departments: Operation, Training, Data Management... to ensure all information, guidelines are communicated well to all staff in stores when launching new marketing campaigns.
- Examine and assess possible locations to install ATM machines.

## EDUCATION

### *Aug 2008 – Apr 2013* BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION

Ton Duc Thang University – Vietnam

## PERSONAL SKILLS

**Languages** English: TOEIC 745 and IELTS 6.0

**Communication skills** Good communication skills gained through my experience as:

- A data analyst: interpersonal skills, able to deliver ideas to coworkers effectively in meetings and via e-mails, Skype.
- A business development assistant: external communication skills, able to communicate and deal with partners, clients in order to meet company's demands.

**Managerial skills** Lead a team of 2 people in 1 year at Circle K Vietnam.

- Job-related skills**
- Social media data analytics: skilled at analyzing data, generating insights and building reports.
  - Marketing: able to conduct marketing campaigns for designated products.

## CURRICULUM VITAE

### Digital competence

Self-assessment			
Information processing	Communication	Content creation	Problem solving
Proficient user	Proficient user	Independent user	Proficient user

(Levels: Basic user - Independent user - Proficient user)

- Good command of office suites including products of Microsoft (Word, Excel, Power Point) and Google (Docs, Spreadsheet, Forms, Slides...)
- Good command of social analytics tools: social monitoring, engagement analytics...

### REFERENCE

**Ms Nguyen Xuan Hoa**

*Senior Manager - Global Insight and Analytics*

Mobile: 090 395 1025

### ANNEXES

List of documents annexed to my CV:

- Cover letter
- Bachelor degree
- IELTS, TOEIC certificates