

Bui Mai Ny

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As an adaptable and growth-oriented Business undergraduate, with skills and experience in Product Design and Growth Marketing, I am eager to learn Product Management, solve real user problems, and be an excellent team player.

EDUCATION

FOREIGN TRADE UNIVERSITY

Bachelor of International Business Economics

GPA (Cumulated): 3.4/4.0

Ho Chi Minh City, Vietnam

2020 - Expected Apr 2024

SKILLS

- **Languages:** English (fluent, IELTS Overall Band 7.5), Vietnamese (native)
- **Skills:** User Research, Project Management, Stakeholder Management, Storytelling Presentation. UX/UI Design, Communication
- **Tools & Technologies:** Figma, Google Workspace, Adobe Photoshop, Microsoft Suite

EXPERIENCES

PRUDENTIAL VIETNAM ASSURANCE PRIVATE LTD.

Digital Growth Intern

Sep 2023 - Present

Project 1: Protection Gap - addressing unmet customers needs with new data-driven digital solutions

- Assisted Project Manager on monitoring project timeline for 3 cross-selling projects, which targeted 3 business use cases over 3 sales channels across Vietnam, to ensure alignment with other cross-functional teams for timely and successful releases;
- Managed measuring, tracking and updating performance reports via internal dashboards, and reporting to Sales Channels Heads for optimization;
- Assisted Project Manager on documenting cross-sell projects' operating models on Figma/Mural for driving scalability and automation transformation;
- Delegated surveys to participated agents, conducted one comprehensive report with Customer Experience team to suggest insights for leveraging the agents' experience.

Key results: In 4 months, project successfully expanded from 1 pilot territories to 3 territories across Vietnam, contributed to 15% Q4 revenue of local business unit, recruited 1098 participated agents, among which 27% were re-activated agents.

Project 2: Customer Engagement Platform - enabling personalized communications to prospects & customers at scale

- Assisted the local project coordinator on developing user flows based on business use cases during Go-to-Market phase.

Key learnings from both projects: Project Management, Stakeholder Management, Storytelling Presentation, User Research

EXTRACURRICULAR ACTIVITIES

IN YOUR EYES 2022 MARCOM CONTEST

External Relations Team Member

Nov 2021 - Jun 2022

- Worked closely with 15 internal stakeholders, assisted in managing relationships between internal and external parties, clarifying, updating, prioritizing and managing the contest's requirements and progress, assessing the project's overall quality to ensure high-quality delivery;
- Established and maintained partners' relationships and deals (19 sponsors, funded 80M VND), directly worked with Brand Managers on accomplishing KPIs.

Key learnings: Project Management, Stakeholder Management, Problem Solving, Communication

HONORS, AWARDS AND PROJECTS

- TOP 20 - Product Management Case Study for ShopBase (Domain: eCommerce) Jul 2023
- COMECHAY - A Vegan Recipe Mobile App - UX/UI Design Mar 2023
- 1ST RUNNER UP - Marketing Case Study for NESCAFÉ Dec 2023
- TOP 5 - Product Management Case Study for MoMo Cinema (Domain: Fintech) Jul 2023

TRAINING COURSES

- Tech 101: Introduction to Working in Tech - *Udemy*
- Agile Project Management - *Google*
- Foundations of User Experience (UX) Design - *Google*
- Start the UX design process: Empathize, Define, Ideate - *Google*
- Build Wireframes and Low-Fidelity Prototypes - *Google*
- Business English - *Tomorrow Marketers*