



## Kieu Loan PHAM

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### ABOUT ME

I take great pride in supporting educators and creating content to fostering a love of learning in students. After earning my bachelor's degree in economics, I dedicated four years as a Head Project Manager, leading e-learning content. Now, I've taken on a new role as a Project Owner, focusing on LMS projects as I work toward becoming an official educator.

### EDUCATION AND TRAINING

09/09/2016 – 20/04/2020

**BACHELOR OF REAL ESTATE** National Economics University

- Major: Business Management
- Minor: Real Estate Business
- Main curriculum: Essentials of Management, Investment Project Design and Management, Business Ethics & Culture, Human Resource Management, International Business
- GPA: 3.67/4. Graduated as Valedictorian

### WORK EXPERIENCE

02/2025 – CURRENT Hanoi, Vietnam

**PROJECT OWNER** UPBASE COMPANY

- Develop a roadmap and timeline for LMS implementation and upgrades
- Ensure alignment of LMS features with business and educational needs
- Implement gamification, certifications, and tracking features if needed
- Track and analyze LMS usage, learner engagement, and performance metrics

11/2020 – 08/2024 Hanoi, Vietnam

**HEAD OF PROJECT MANAGEMENT** OPTIMAL E-LEARNING SOLUTION (OES) COMPANY

- Led a team of project management department (**more than 15 members**) to deliver e-learning solutions for clients
- Successfully managed a major project with over **€220.000** budget and **more than 50 people** in the project
- Oversaw the planning, execution, and monitoring of projects, ensuring adherence to timelines, budgets, and quality standards
- Coordinated with stakeholders to ensure project alignment with business goals
- Developed innovative e-learning strategies to enhance user engagement
- Involved in building multiple high-profile projects (**more than 2000 lessons**) from inception to completion, including:

-----**Internal Training E-learning Courses for School Projects**

- + Over 20 courses for Vietnam Customs School
- + 9 courses for Victoria School
- + 2 courses for The Royal Melbourne Institute of Technology (RMIT University)
- + 10 courses for National Economics University
- + 2 courses for Vietnam National University

-----**Internal Training E-learning Courses for Financial Institutions**

- + 2 courses for Securities Corporation (SSI)
- + 6 courses for Vietnam International Commercial Joint Stock Bank (VIB)
- + 3 courses for The Vietnam Joint Stock Commercial Bank for Industry and Trade (VBI)
- + 6 courses for ShinhanBank
- + 20 courses for Southeast Asia Commercial Joint Stock Bank (SeABank)
- + 2 courses for Military Commercial Joint Stock Bank (MBBank)
- + 1 course for Saigon-Hanoi Commercial Joint Stock Bank (SHB)
- + 8 courses and 1 game development project for The Vietnam Joint Stock Commercial Bank for Industry and Trade (VietinBank)
- + 3 courses for Joint Stock Commercial Bank for Foreign Trade of Vietnam (Vietcombank)
- + 1 course for Post - Telecommunication Joint Stock Insurance Corporation (PTI)
- + 1 course for Military Insurance Company (MIC)

-----**Internal Training E-learning Courses for Other Sectors**

- + Over 800 lessons for The Military Industry and Telecoms Group (Viettel)
- + Over 50 lessons for VVOB - education for development
- + 14 courses for One Mount Group
- + 1 course for Vietnam Dairy Products Joint Stock Company (Vinamilk)
- + 1 course for Vietnam Posts and Telecommunications Group (VNPT)
- + Over 15 courses for The HI Institute on Humanitarian Action (HI)
- + 4 courses for FrieslandCampina
- + 1 course for The German Cooperative and Raiffeisen Confederation (DGRV)
- + 3 courses for Morris Garages (MG)
- + 3 courses for Tanchong
- + 1 course for Esoft Vietnam Company Limited
- + 1 course for British American Tobacco (BAT)
- + 3 courses for USAID
- + 7 courses for Oxfam International
- + 8 courses for MSI Reproductive Choices

-----**E-learning Lessons for Mobile Applications**

- + Over 300 lessons of "Vui doc cung em" application for Save the Children
- + Over 100 lessons of "Viet.E - Tieng Anh Dong Hanh" application for VietCo

## ● **SOCIAL AND POLITICAL ACTIVITIES**

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11/2024 – CURRENT Vietnam

### **Co-founder at Peace Teachers - Strong Students project**

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**Responsibilities:**

- Assist in logistics for workshops, including venue booking, materials preparation, and participant registration
- Coordinate with trainers and mental health professionals to develop and deliver **two interactive workshops, a handbook and radio content**
- Conduct surveys or interviews to assess the impact of the program on teachers' well-being

01/2024 – CURRENT Vietnam

### **Head of the Communications Department and Administrator at TeacherShare**

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**Responsibilities:**

- Develop and implement communication strategies to enhance the organization's visibility, in the spirit of **"The more we share, the more we have"**
- Manage all internal and external communications, including social media and handbooks
- Write and design illustrations about learning theories and teaching method

**Achievements:**

- Reached **6,400 members** who joined to share experiences and contribute to enhancing mental health and passion for teaching
- Successfully organized **3 online events**, each attracting **around 100 registrants**

[Link source](#)

06/2024 – 08/2024 Vietnam

### **Board Member at Interdisciplinary Design Bootcamp**

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**Responsibilities:**

- Collaborated with fellow board members to plan strategies, enhance curriculum and outreach efforts
- Managed and crafted engaging social media posts to promote events and activities
- Coordinated speaker engagements and facilitated a dynamic **4-day BootCamp**

**Achievements:**

- Co-organized and secured sponsorship from nearly **10 diverse partners**, significantly expanding resource support
- Successfully designed and implemented a design thinking program with **20 participants**, leading to innovative solutions based on the Dalat case study

[Link source](#)

12/2023 – 01/2025 Vietnam

### **Head of the Communications Department and Member of the Content Board at MentalHealthAid4All project**

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**Responsibilities:**

- Oversaw all communications initiatives to effectively promote mental health awareness
- Collaborated on content creation to ensure messaging was both accurate and impactful

**Achievements:**

- Launched successful awareness workshops in Hanoi and Da Nang, reaching **over 100 educators**
- Partnered with **3 leading universities** to enhance the project's impact and outreach

[Link source](#)

06/2023 – 12/2023 Vietnam

### **Deputy Head of Content at Vietnam Symposium of Development**

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#### Responsibilities:

- Assisted in curating and developing engaging content for symposium sessions and materials
- Coordinated with speakers and panelists to ensure high-quality and impactful presentations

#### Achievements:

- Successfully organized a program featuring **55 presentations, discussion sessions, and interactive activities**
- Enhanced content quality, resulting in positive engagement from **around 120 participants**

[Link source](#)

12/12/2022 – 20/12/2022 Vietnam

#### Education and Training Team Leader at Vietnam School of Development

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#### Responsibilities:

- Led and coordinated the education and training team of **5 members**, fostering collaboration and effective communication

#### Achievements:

- Successfully engaged and connected with **over 100 participants**, providing essential skills for development work

[Link source](#)

12/2019 – 04/2020 Vietnam

#### Communication Collaborator at VietChallenge

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#### Responsibilities:

- Contributed to brainstorming sessions involving the design, and the creation of new digital contents
- Assisted with coordinating the program

#### Achievements:

- Successfully organized kick-off "Hit by Pitch" event to meet the needs of Vietnamese startups and the global economy

[Link source](#)

08/2019 – 10/2019 Vietnam

#### Secretary at National Scientific Workshop "The Role of Young Vietnamese Knowledge in the Digital Economy"

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#### Responsibilities:

- Assisted in documenting event activities and proceedings
- Facilitated communication between participants, speakers, and organizers

#### Achievements:

- Contributed to the editing of **63 research papers** for the conference, enhancing overall quality and presentation

### ● CONFERENCES AND BOOKS

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#### Conferences

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- Poster presentation: Ph.D. Thanh Lan Nguyen, Minh Phuc Nguyen, **Kieu Loan Pham**, Mai Khanh Pham, "**Factors Influencing Green Housing Purchase Intention in Hanoi City, Vietnam**", International Conference "Climate change and Sustainability Management in Vietnam and Taiwan, Hanoi, October 2020, pp. 227-243
- Oral presentation: Ph.D. Thanh Lan Nguyen, Minh Phuc Nguyen, **Kieu Loan Pham**, Thi Tu Uyen Tran, "**Factors influence Green Housing Purchase Behaviour: A survey from Hanoi city, Vietnam**", 12th International conference co-organized by the National Economics University (NEU) and Khon Kean University (KKU) of Thailand in Socio-economic and environmental issues in development, Hanoi, July 2020, pp. 625 -638

#### Books

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- "[The story of mental health first aid](#)" (Jan 2025) - A handbook on mental health first aid to raise awareness and equip educators and educational practitioners in Vietnam with mental health first aid skills
- "[Effective Classroom Management Strategies](#)" (May 2024) - A handbook to delve into the principles, strategies, and techniques necessary for educators to manage classrooms effectively
- "[Embedding sustainability into development](#)" (Mar 2024) - A yearbook focuses on **3 main themes**: Teaching for a Sustainable Future, Personal and Collective Development with a Sustainable Lifestyle, and Local Development with an Emphasis on Sustainability

### ● CERTIFICATES

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#### Coursera Certificates

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- [Aug 2024] "Foundations of Digital Marketing and E-commerce" at Google
- [Aug 2024] "Google AI Essentials" at Google
- [Apr 2024] "Prompt Engineering for ChatGPT" at the Vanderbilt University
- [Feb 2024] "Generative AI for Everyone" at DeepLearning.AI
- [Oct 2023] "English for Business and Entrepreneurship" at the University of Pennsylvania
- [Sep 2023] "Data Analytics Specialization" at Google
- [Aug 2023] "UX Design Specialization" at Google
- [Apr 2023] "Project Management" at Google

## FutureLearn Certificates

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- [Apr 2021] "Digital Skills: Web Analytics" at Accenture
- [Aug 2021] "Entrepreneurship: From Business Idea to Action" at the King's College London
- [Oct - Nov 2020] "An Introduction to Coding and Design" at the University of Leeds
- [Oct 2020] "Digital Skills: Digital Marketing" at Accenture
- [Oct 2020] "Project Management: Beyond the Basics" at the Open University
- [Oct 2020] "Create a Social Media Marketing Campaign" at the University of Leeds and Institute of Coding

## LinkedIn certificate

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- [Nov 2021] Succeeding in Web Development: Full Stack and Front End
- [Nov 2021] Programming Foundations: Web Security
- [Nov 2021] Become a Software Developer
- [Oct 2021] Programming Foundations: Databases
- [Oct 2021] Learning SQL Programming
- [Oct 2021] Learning C#
- [Oct 2021] Beginner's Guide to C#
- [Sep 2021] Tableau Essential Training
- [Sep 2021] Learning Java
- [Sep 2021] JavaScript Essential Training
- [Sep 2021] HTML Essential Training
- [Sep 2021] CSS Essential Training
- [Aug 2021] Project Management Foundations: Teams
- [Aug 2021] Programming Foundations: Fundamentals
- [Aug 2021] Learning Python

## SheCodes Certificates

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- [Jun 2022] Advanced React Development - SheCodes React
- [Mar 2022] Responsive Web Development - SheCodes Responsive
- [Jan 2022] Web Development - SheCodes Plus
- [Nov 2021] Introduction to Coding - SheCodes Basics

## Other Certificates

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- [Jan 2025] "Khanmigo for Educators" at Khan Academy
- [Apr 2024] "PowerPoint Slide Design" at 9Slide
- [Jul 2023] "Train the Trainers" at STEAM for Vietnam
- [May 2022] "Scrum Essence 2.0" at Agilelearn
- [Jan 2021] "Learning Experience Design: From Idea to Impact" at NovoEd
- [Jan 2021] "Introduction in Python" at DataCamp

## SKILLS

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### Working Skills

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- MS Office Suit proficiency
- Design: PowerPoint, Figma, Illustrator
- Data Analysis & Visualization: Tableau, Python, SQL
- Programming languages: VBA, HTML, CSS, C#, JavaScript
- Soft skills: Project Management, Problem solving, Leadership, Conferences/Events Organizing, Creative Thinking, Presentation

### Language Skills

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- Vietnamese: Native user
- English: Independent user (IELTS: 6.5)

## OTHER

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### Honours and awards

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- [Feb 2025] One of nine selected projects from South East Asia in the "YSEALI Seeds for the Future 2025", worth **\$8.000**
- [Dec 2023] Employee of the Year at Optimal Elearning Solution (OES) Company
- [2021] Full SheCodes Scholarship worth of **€3.000**
- [Aug 2020] Second Prize in "National Economics University – Vietcombank Student Research" at National Economics University
- [May 2020] Valedictorian in "Real Estate Business" specialization at National Economics University
- [Mar 2019] Vingroup Talented Student Scholarship
- [2016 - 2020] 07 Scholarships of Achieving High Performance for Excellence Students in National Economics University

## References

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- **Lan Thanh Nguyen**, Faculty of Real Estate and Resources Economics at National Economics, nguyenthlan@neu.edu.vn
- **Nguyen Duc Binh**, Chief Executive Officer at OES Company, binhnd@oes.vn
- **Phuong T.M. Chu**, Researcher at Vietnam Academy of Science and Technology, Hanoi (Vietnam), Co-founder of MentalHealthAid4All, phuongctm@ibt.ac.vn