

# **LINH PHAN SI**

Project Manager

**Gender:** Male

**Born:** September 7<sup>th</sup> 1994

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## **Education**

**University of Science and Technology of Hanoi**

Bachelor of Information & Communication Technology (2012)

**National Economics University**

6 months course in Business Administration (2019)

## **Certification**

**Professional Scrum Master I**

[linhps.com/pdf/professional-scrum-master-i-certificate.pdf](http://linhps.com/pdf/professional-scrum-master-i-certificate.pdf)

**Adobe Certified Expert - Magento Commerce Developer**

[linhps.com/pdf/adobe-certified-expert-magento-commerce-developer-certificate.pdf](http://linhps.com/pdf/adobe-certified-expert-magento-commerce-developer-certificate.pdf)

## **Award**

**Marketing Technology Platform - Successful Product Launch**

[linhps.com/pdf/marketing-technology-platform-successful-product-launch.pdf](http://linhps.com/pdf/marketing-technology-platform-successful-product-launch.pdf)

## **Language**

**Vietnamese**

Native proficiency

**English**

Professional working proficiency

**French**

Elementary proficiency

# **Experience**

## **Overview**

I started my career path with 2 years as a Software Developer and then 2 years as a Technical Team Leader. When opportunity came, I switched my career path to a Project Manager. So far, I had 4 years of experience in total working as a Project Manager

In projects, I usually apply Agile and Lean management methodologies to minimize the waste and to maximize the efficiency. In a project team, I also emphasize the terms of transparency and flexibility. These mindsets help the team to enable the ability of applying modern and efficient project management frameworks. I like to simplify everything to make a task or a process easier for everyone to remember, to proceed and to achieve

## **One Mount**

January 2021 - present  
Project Manager

Project: Marketing Technology Platform

- We built an all-in-one marketing platform which has 3 major missions: Customer reach, customer engagement and customer insight. The platform provides the ability to manage audiences, continuously analyzing the audiences to send relevant multi-channels ads and reporting the efficiency of marketing campaigns. I applied the Scrum framework to 20+ team members of the project; Managed the resources, scopes and milestones of the project; Worked with stakeholders to integrate their apps with the marketing platform (VinID, VinShop, OneHousing, Techcombank, and more)

Project: Base Platform

- We built a platform which offers common and advanced technical solutions and modules to serve other agencies in our ecosystem (VinID, VinShop, OneHousing, and more). Featured solutions were mobile and web tracking, app crash and performance dashboard, networking, content censorship, mini app, and more. The major objectives of the platform are minimizing the development and operation cost and enabling the customization ability for specific use cases of agency apps. The team size was 25+ members. My main responsibilities were project initializing, team forming, defining the way of working, managing resource and budget, managing cross-team collaboration, monitoring project milestones and roadmaps

Project: VinShop Tet 2023 campaign

- In FMCG industry, VinShop was a master distributor. The project was to planning and operating a sale campaign for the Tet 2023. GMV increasement, margin increasement and branding were the major objectives. I was incharge of initializing and tracking the master plan, connecting all departments (marketing, demand, purchasing, supply chain, sales, partnership, ...) and their plans into one single campaign. Key stakeholders of the project were 40+ members

## **Vnited**

April 2021 - present (part-time)  
Project Manager

Project: Cabinet Express

- This was an outsource project. We built an ecommerce website for a Canadian client based on Magento 2. The team size was 5+. With the client, I was the contact point to do project presale, to schedule project timelines, to gather feature requirements, to deliver features and to get feature acceptances. With the internal team, I setup the way of working, managed tasks, cost and quality of the project

## **Merchize**

June 2020 - January 2021  
Project Manager

Project: Merchize Platform

- We built an ecommerce platform which offers trustworthy print on demand fulfillment services and a suite of powerful features that help grow customer's businesses. The team size was 15+ members. I applied the Scrum framework and the framework performed a great adaptation ability in fast changing businesses, especially in huge sale campaigns

## **Convert Digital**

October 2018 - April 2020  
Ecommerce Developer

## **Ecommage**

January 2018 - July 2018  
Project Manager

## **SmartOSC**

April 2015 - January 2018  
Ecommerce Developer

## **Skills & Expertise**

### **Project management skills**

Communication. Scheduling. Risk management. Cost management. Negotiation. Critical thinking. Quality management. Sense of humor. Patience. Tech savvy

### **Team leader skills**

Meeting facilitation. Conflict resolution. Forecasting. Estimation & Planning. Agile coaching. Shielding. Enforcing rules. Impediment removing. Servant leadership