

# LE NGUYEN THAO CINH

## CONTACT

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## OBJECTIVES

I'm a final-year Business Administration student with a strong foundation in data analysis and business development, looking to pivot from a creative background into E-commerce Operations. I aim to apply my user-level understanding of TikTok trends to the operational side of the business: managing campaign microsites, tracking traffic metrics, and coordinating stakeholders to ensure flawless execution for influential campaigns.

## EDUCATION

### Business Administration

2022 - 2026

Foreign Trade University

GPA: 3.47/4.0

## WORK EXPERIENCES

### Viettonkin Consulting

07/2025-10/2025

#### Business Development Intern

- Managed the full sales pipeline for 80+ client cases in CRM (initial outreach, meeting scheduled, proposal shared, follow-up), ensuring detail-oriented process management.
- Analyzed sales funnel performance by developing monthly reports on conversion metrics, providing data-driven insights that informed the business development strategy.
- Supported the collection of in-depth market/niche information and prepared commercial documents (proposals/decks) for management.

### Hano\_Film & Hano\_Digital

05/2024-08/2024

#### Content creator (Part-time)

- Built multi-channel content plans (TikTok/Facebook/Instagram), designed posts, shot photos/videos, and edited deliverables.
- Managed end-to-end KOC booking process, from sourcing to negotiation and performance tracking, ensuring campaign timeline and budget adherence.
- Tracked post/clip performance (reach, views); compiled reports and insights for the next production cycle.

# PERSONAL PROJECTS

## Capstone Project - Optimizing UK Train Operations through Data-Driven Insights

### **SQL, Tableau, Canva**

- Led an end-to-end **analysis of 31K+ train journeys** to identify inefficiencies, decode passenger behavior, and drive commercial recommendations.
- **Diagnosed systemic delay trends** (e.g., 8AM & 11AM slots, March peak), with weather contributing to 40% of disruptions
- **Segmented customers** using ticket data (sales channel, class, timing) and proposed targeted pricing & communication strategies
- Delivered a data-driven business **report** with recommendations for commercial optimization

## Tiktok Content Creator - @hoctoeickotoxic

### **Content creator**

- Successfully built the channel from scratch to over **1000 followers** and achieved **20,000+ likes** within just over **one month of launch** (including 1 video reaching **50k views** and 5 videos **exceeding 10k views**).
- Conducted **market and trend research** to develop high-utility, short-form video scripts focusing on practical TOEIC tips, vocabulary, and grammar.

# EXTRACURRICULAR ACTIVITIES

## FTU Forum (Foreign Trade University Students' Forum)

2022-2023

### **Communications Member**

- **Managed** two pages: FTU Forum and FTU Admissions (over 100k followers)
- **Handled** inbound inquiries from prospective students and parents for FTU admissions
- **Built online/offline communications plans**; shot photos/videos for fanpage and Club's YouTube channel.

## **Project Lead (Image) - Bach Khoa Open Day 2023**

**Managed** the full project lifecycle for event visual content, which included:

- **assigning a team** of photographers to key locations,
- **overseeing** the post-production **schedule** (uploads, editing deadlines),
- **conducting quality control** for all final recap assets.

# TOOLS

- Tableau
- SQL
- Jira
- Capcut
- Canva

# CERTIFICATES

- Microsoft Office Specialist
- IELTS 7.5

# SKILLS

- Teamwork
- Effective Communication
- Basic Design Thinking
- Office IT (Microsoft Office Specialist)
- Data analysis