Nam Hai Do

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E D U C A T I O N

San Jose State University   **San Jose, CA**
BS in Management Information System, GPA: 3.65/4 - Cum Laude   Graduated 05/2022
- Organization/Awards: Dean's Scholar List 2021/2022, Honors Program, MISA.

E X P E R I E N C E S

Chai Thai Enterprises LLC   **Berkeley, CA**
Customer Service Lead   05/2018 - 07/2022
- Built a dynamic working environment with a team of 10 staff, improving customer service experience and operating procedures while handling over 100 orders and serving more than 50 customers face-to-face daily.
- Analyzed and launched a 20% Off First Time Order campaign based on over 300 daily data from food delivery platforms including UberEats, DoorDash, and Grubhub, expecting sales to increase by 25% to 40% within the next 3 months.
- Presented revenue growth recommendations to senior managers by categorizing products to optimize prime happy hours and implementing special lunch menus which accumulated to $3,000 in sales daily.
- Communicated with senior managers and suppliers to maintain appropriate inventory levels, supporting the development of commerce strategies on social media which increased to 1K+ followers on Instagram and quickly gained 160+ feedback on Yelp.

TFM.VN   **HaNoi, Vietnam**
Sale Manager | Co-founder (Remote)   04/2019 - 11/2021
- Partnered with 5 influencers with over 10K followers on social media to create collaborations such as designed t-shirts, personal accessories which has achieved 150% sale's growth.
- Utilized website advertisement, account database, and social media including Facebook and Instagram to service 50+ clients weekly, analyzing client's feedback on CRM platform which improved customer service and increased a ratio of returning customers up to 30%.
- Evaluated P&L quarterly results to determine penetration across all categories, identifying product trends that have resulted in a 15% increase in store-to-customer delivery efficiency.

L E A D E R S H I P

CCWG's Moro Cojo Slough   **San Jose State University**
Project Administration   01/2022 - 05/2022
- Coordinated task delegation with 4 senior students providing a data transformation solution to optimize 500+ data of information conveyed and effectively displayed through images using ArcGIS Pro.
- Monitored team progress daily and frequently updated Moss Landing Marine Labs resources to build a mapping system, applying communication and management applications such as Zoom, Google Sheets, Microsoft Words, Powerpoint to communicate and improve remote productivity for all members over 4 months.

E-commerce Online Shopping   **San Jose State University**
Developer   01/2022 - 05/2022
- Managed and organized a team of 3 senior students developing front-end websites using HTML5/Javascript/CSS/ Firebase as programming languages and database, launching an e-commerce website that automates the sale of 30+ products including sneakers, clothing and accessories.
- Researched and conducted 3 surveys with 40+ responses on customer expectations of online shopping websites that are providing insights into the team's ultimate goals.

S K I L L S

Proficient in using Microsoft Office (Excel, PowerPoint), Power BI , Tableau, SQL query (mySQL, PostgreSQL), R, Python (pandas, numpy, matplotlib.pyplot, seaborn) , Basic HTML/CSS/JS, Adobe Photoshop, Salesforce, ArcGIS Pro, and market research software. Completed the SQL certification, Tableau certification, and in-coming Google Data Analyst certification. Fluent communication in Vietnamese and English. Quick learner and a multitask solver in fast paced environments.