

Thu Hien (Yoon) Pham

Email: tuhien.pham04012002@gmail.com



LinkedIn: [linkedin.com/in/tuhienpham/](https://www.linkedin.com/in/tuhienpham/)



Phone Number: 0466 104 317



Career Objective

Resolute and attentive **International Business** and **Business Information Systems** student, proven through a record of a **GPA of 6.75** (Macquarie University) and outstanding academic achievements including Vice-Chancellor's Scholarship. Proficient in Global Business Strategy, Database Management, and Information Systems.

Initiative-taking and all-rounded individuals skilled in business strategy, leadership, and management with a background of **3 years of work experience** in **hospitality** and **retail industry**. Good knowledge of MS Office, Adobe Software, YouTube, WordPress, Canva, Trello.

Looking forward to learning and acquiring new skills for my professional development. Open to opportunities where I can apply my relevant skills and experience to contribute to the company and society.

Skills

- MS Office, Adobe Software (Adobe Photoshop, Adobe Premiere Pro, etc.)
- YouTube, WordPress, Canva
- Trello, Teams, Google Meet, Zoom
- Teamwork, Leadership
- Project Management
- Knowledge of MySQL
- Knowledge of SCM, CRM, ERP

Experience

Assistant Store Manager

July 2020 - Present

KFC North Ryde, Rhodes, Norwest

- Assisting the Restaurant Manager in the day-to-day management, leadership, and development of a strategy to maximize profitability of the restaurant.
- Developing a strong sales culture, settings clear targets for team. Handling sales control, cash control, profit, and loss management, etc.
- Dealing with customer enquiries (*GES*).
- Interviewing, hiring candidates, and training new team member.
- Ensuring that the staffing levels are maintained and meet the needs of the business.
- Administering the store main channel (*Yammer time*), posting important announcements, handling communication between members and managers (*WhatsApp*).

Achievement - Got **promoted 3 times** during 3 years of employment, with countless experience working in multiple locations.

- Succeeded in pushing **participation** and **engagement** of the team in *Yammer time* by **94%** and **179%**, respectively compared to last year.

Shift Manager

Aug 2020 – Dec 2022

McDonald's North Ryde

- Supervising employees to ensure that restaurant operations & procedures are adhered to (*eBOS, eOPS*).
- Complying with restaurant safety & security standards to ensure a safe workplace (*BrandMate, Donesafe*).
- Monitoring guest counts and sales projections to achieve shift and restaurant KPIs as well as handling internal systems (*ServiceCafé - IT Helpdesk*).
- Delivering training sessions concerning company policies, procedures, and job tasks.

Achievement - Top 3 Manager with **best KPIs achieved** of the year after 2 months of promotion.

- Got **promoted 3 times** during 2 years of employment.
- Achieved **Team Member of the Year 2020 Award** in the first 4 months of employment.

Customer Service Representative

Aug 2021 – May 2022

Coles Lane Cove

- Processing sales, returns and exchanges (POS).
- Addressing and resolving customer complaints, assisting customer enquiries.
- Cross-trained at other departments such as Online or Overhead departments, supporting other departments whenever needed.

Education

Bachelor of Commerce

July 2020 – June 2024

Macquarie University

International Business Major

- Key learning units: Business Statistics, Business Forecasting, Asian Business Environment, International Business Operations, Global Business Strategy, Cross Cultural Management, Agility & Excellence in Business.

Business Information Systems Major

- Key learning areas: Business Analytics, Database Management System (*MySQL, MySQL Workbench*), Management of IT Systems & Projects, Applications Modelling & Development, Information Systems & Business Processes (*ERP, CRM, SCM*).

Achievement - Vice-Chancellor's Scholarship Award for ASEAN Students (*Macquarie University*)

Standard Foundation Program

Oct 2019 – May 2020

Macquarie University

- **GPA: 6.5/7**

Activities

Content Creator

WordPress / YouTube

2014 – Present

- Producing contents (translation, blogs, reviews projects, etc.) (*Adobe Software, VirtualDub*).

Achievement 1) Attracted **2.2K Subscribers** with more than **1.7M views** (YouTube).

2) Reached **97K Readers** with more than **174K views** (WordPress).

Student Support Department Member

UAVS-NSW

May 2020 – Oct 2020

- Delivering written content for UAVS's page and Student Hub group (*Canva, Adobe Software*), partnering with UAVS's external clients to promote brand awareness (*Trip.Social, Expert Education & Visa Services Vietnam*).
- Working with other departments in executing key business development plans, organizing educational workshops with qualified experts, social media, or live support sessions (*MS Office, Trello, Teams, Google Meet, Zoom*).

Achievement 1) Reached **9K Like** (UAVS-NSW Page) & **5K Group Member** (UAVS-NSW Student Hub).

2) Successfully supported Vietnamese students in Top 5 Universities in NSW (COVID Food Donation Programs).

Personal Attributes

- Good management & communication skills developed through 3 years working in customer-facing settings, dealing with internal & external clients (daily reporting, delegating tasks, resolving complaints).
- Creative & progressive mindset with a great passion for self-expression, proven through the development of personal channels on YouTube & WordPress, as well as extracurricular activities.
- Fluent in both English and Vietnamese. Overall, **IELTS 7.0 with 8.0 in Reading**. Beginner in German, Chinese, French, Korean, Nepali.