

Cam Van Le
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EDUCATION

Toronto Metropolitan University

Toronto, Canada

Bachelor of Commerce in Business Technology Management (Honors)

2022-Present

- Relevant Coursework: IT Infrastructure, Data and Information Management, System Analysis and Design, Business Intelligence and Analytics

SKILLS

- **Technical skills:** Python, SQL, HTML, CSS.
- **Microsoft Office:** Proficient in MS Word, MS Excel, MS PowerPoint.
- **Languages:** Vietnamese (Native), English (Fluent)

WORK EXPERIENCE

AD Shop

Hanoi, Vietnam

Remote Digital Marketing Assistant

Feb 2024 – Present

- Leveraged analytical data to identify areas for improvement and suggest strategic changes that ultimately enhanced the effectiveness of our campaigns.
- Involved in the process of setting up and analyzing Facebook Ads campaigns with a focus on optimizing costs and maximizing results.
- Brainstorm and implemented creative content ideas to ensure the content alignment with brand objectives and messaging.

AgriBank

Hanoi, Vietnam

Development and Risk Management Intern

May 2024 – July 2024

- Conducted detailed reports on customers in 5 different debt groups utilizing asset and credit data from financial and borrowing activities.
- Assisted in carrying out periodic reports on compliance monitoring, financial safety ratio reports, and post-monitoring reports.
- Participated in summarize the results of debt classification and provisioning according to regulations and CIC.

Math Tutor

- Provided one-to-one math tutoring to students from elementary to secondary school levels.
- Tailored lesson plans and teaching methods for each student individually based on their strengths and weaknesses.
- 90% of students achieved significant improvement in their math grades and reported that feeling more confident in handling complex math problems.
- Recognized by parents for the substantial positive impact on their children's academic performance over a 3-month period.

VOLUNTEER EXPERIENCE

Bond to the Heart Project

Head of Human Resource

- Monitored and evaluated the progress of work completed by project committees.
- Planned and organized regular meetings to discuss project updates, upcoming tasks, and challenges.
- Arranged team-building activities and bonding sessions to foster a cohesive and collaborative team environment.
- Delegated specific tasks to project members based on their skills and expertise.
- Acted as a mediator to resolve conflicts and unexpected situations within the personnel of project departments.

Van - The Solitude Project

Head of Public Relation

- Planned and executed PR campaigns that raise awareness about mental health issues, reduce stigma, and promote the project's objectives.
- Shaped and protected the mental health project's brand image.
- Organized public events focused on mental health ("Talking with Psychologists" sessions), mental health webinars featuring experts in the field.