# LE VU

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Go Vap, Ho Chi Minh, Vietnam

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## TECHNICAL RESEARCH & DEVELOPMENT SPECIALIST

Hi, my name is Vu, or you can call me Cody. As a Technical R&D professional, I specialize in pushing technological boundaries through research and innovation. With a passion for staying ahead of emerging trends, I excel in analyzing data and implementing solutions across diverse industries. My collaborative mindset and commitment to excellence drive impactful results in R&D projects.

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## PROFESSIONAL EXPERIENCE

**H&N Investment Consultancy**                                              **March 2021 - June 2021**
**IT Intern**

- Optimize SEO and Page Speed Insight score for all company website.
- Handle technical social media problem.
- Research social media algorithm for bossting the organic traffic

**H&N Investment Consultancy**                                     **June 2021 - November 2021**
**Contract Freelancer**

- Use Webflow to develop and maintain website (delements.co).
- Develop a keyword filter and insight website for Marketing Team.
- Build up social media clone account system by using VPS and some Black-hat SEO tools.
- Help Finance Team to optimize Google Sheet formular and add some automation by using Google App Script.
- Gather and categorize insight data from social media and adjust the strategy with Marketing Team.

**H&N Investment Consultancy**                                        **November 2021 - Present**
**IT Specialist cum Administrator & System**

- Full-stack develop an E-commerce fashion website (rootrotation.com) by using Shopify platform.
  - Research and work with Finance Team to intergrate paygate to Shopify.
  - Research and implement effeciency plugin and app to boost up the website.
  - Use HTML, CSS and JS to optimize website custom structure through Shopify liquid files.
  - Develope a sub-site by using Webflow and jQuery (artwear.rootrotation.com)
- Develope micro site about gaming using Phaser 3, Boostrap and Tailwinds framework.
- Research and implement AI Tools to reduce company's workload and push up the performance.
  - Graphic / Designer Team: MidJourney, Stable Diff, Photoshop AI and LeonardoAI.
  - Music Team: Real-time Voice Changer, W-Okada, Manjio RVC.
  - Marketing Team: GPTs, Gemini.
- Create immersive experience for Phygital Fashion (Augmented Reality)
- Prepare instruction documents about the workflow and how to use AI tools.
- Prepare and manage IT budget each month and organization's emails (G-Workspace, Slack)
- Work with BA and HR to implement the Base ERP for fashion clothes production chain.
- Handle and maintain tech properties. (Laptop, Mobile Phone, Data Sim Card, Tracking Motion Suit)
- Work with Graphic Team and Production Team to create rigged character for animation.
- Take responsibility on technical of live streams (included 24/7 live streams) and its insight.
- Take part in dropshipping side-project of the company.

# EDUCATION

**Nong Lam University HCMC**
Graduated Diploma in Information System                                      2021

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# HARD SKILLS

| | | |
|---|---|---|
| HTML / CSS / JS | jQuery | Edit Image and Video |
| Bootstrap / Tailwinds | SQL | Git / Github |
| Phaser | SEO (White & Black) | Digital Marketing |

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# SOFT SKILLS

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|---|---|---|
| Research and Implementation | Financial Planning | Team Leadership |
| Documentation | Negotiation Skills | Communication |
| Strategic Planning | Client Relationship Management | Operations Management |

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# TOOL / PLATFORM SKILLS

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|---|---|---|
| Shopify & Webflow | Photoshop | Base ERP |
| MyWebAR | Capcut | Google Workspace |
| Base ERP | Canva | Microsoft Office |
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| Mid Journey | Tensor Art | GPT |
| Stable Diffusion | W-Okada RVC | Gemini |
| LeonardoAI | Manjio RVC | Devin |

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# CERTIFICATES

**Digital Marketing**
Google Digital Grarage

**Software Development With Scrum**
Axon Active

**Responsive Web Design**
freeCodeCamp

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References are available on request.