

EDUCATION

- **Foreign Trade University** in Ho Chi Minh city.
- **Major:** International Economics.
- 08/2019 – 04/2023 | GPA: 7.88/10

ACHIEVEMENTS

- **Champion** in Project Challenge 2019.
- **Honor Member** of the Department in term 2020-2021.
- **Certificates:** [LINK](#)

WORK EXPERIENCES

ACCOUNT COLLABORATOR

Addima - VNG (Publiser)

full-time

04/2022 - now

- **Achieved** 2022 annual revenue of more than **1 billion VNĐ**.
- **Liaised** with more than **10 clients** including Enterprises and Agencies; **offered** them proper advertising solutions via proposals. **Worked with other teams** across functions to ensure the campaigns ran on schedule and accomplished the KPIs.
- **Prepared** monthly reports, **analyzed** data and **collaborated** with Strategic and Planning team to build sales policy to attract new clients.
- **Supported** Account Manager in managing accounts structure and executing market-developing activities.

BUSINESS DEVELOPMENT INTERN

Shopline VN (Ecommerce SaaS provider)

full-time

11/2021 – 03/2022

- **Achieved 117% of KPIs** during the Internship through the process of contacting potential leads, building up trusting relationships with clients and suggesting appropriate solutions to tackle their problems.
- **Supported end-to-end delivery of solutions** from ideation to implementation for **27 merchants**, which optimized their operation by reducing **about 50%** of their labor cost.
- **Collaborated** with Partnership team in collecting and using data from **8 competitors** about their policies in affiliate programs to design competitive policies and enhance Shopline's affiliate channel.

SALES INTERN

MB Ageas Life (Insurance company)

part-time

05/2020 - 08/2020

- Handed out leaflets and **briefly presented** MB Ageas Life's products to nearly **50 people** to **gain awareness**; collected information to **develop prospect databases**.
- Explored, contacted and set interviews for the manager with 5 potential candidates.
- Assisted with preparing documents and performed ad-hoc tasks.

CURRICULAR ACTIVITIES

CONTENT LEADER

Gold Eggs 2021 (University competition)

01/2021 - 06/2021

- **Cooperated** with **3 other teams including** External Relations, Event and Marketing to **build a competition**, which attracted **35 participants**, reached nearly **200 people** and generated **4 business projects**.
- **Led** a team of 3 people to design a new competition format and built all materials needed.
- **Connected** with 5 external experts to **support 3 projects** in forming ideas and activities.

BUSINESS DEVELOPMENT MEMBER

Vườn rau 3T (start-up project)

10/2019 – 04/2020

- **Conducted market research** about customers' behavior through desk research, survey and direct interviews; **analyzed data** to enhance product quality and customer service.
- **Liaised** with customers and stakeholders to fulfill satisfaction, received daily feedback and solved problems.
- **Managed** daily delivery process and **ensured** product quality.

RESEARCH AND DEVELOPMENT MEMBER

Business Ideas Teams (University Organization)

10/2019 – 06/2021

- Followed and supported **2 community projects** in the achievement of their goals.
- **Planned and organized** an internal training program lasting for 1 month with approximately 45 participants.