



# PHUONG LAITINEN

INTERNATIONAL BUSINESS GRADUATE &  
ASPIRING WEB DEVELOPER

## SUMMARY

My name is Phuong Laitinen. I am a 23-year-old. I am a freshly graduated International Business student. As I grew up in business environment, I have been naturally passionate about business strategies, branding and innovations. During my studies, I have acquired skills and knowledge about marketing and management, been an international tutor and taken part in various events and projects with a view to accelerating entrepreneurship and business ecosystem.

During my working life so far, I am considered to be a result-driven marketer and a team player. I have worked in different environment and business fields. I am confident about my ability to adapt and learn. At present, I am learning to become professional developer so as to broaden my opportunities in working life.

## CONTACT DETAILS:

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## LANGUAGES

- Vietnamese: Native
- English: Fluent
- Chinese: Intermediate
- Finnish: Decent (Studying)

## VOLUNTEER EXPERIENCE

### Slush 2018

Volunteer (Parties team) | Nov 2018 - Dec 2018

### Startup Cup Finland

Volunteer (Info team) | Oct 2016

### \*\*SHIP Startup Festival

Ambassador | Jul 2016

## PORTFOLIOS

<https://heihazy.github.io/portfolio-website/>

<https://heihazy.github.io/heihazy-farm/>

<https://heihazy.github.io/cartoon-hero/>

## CAREER HISTORY

### Marketing Project Leader

KOKORO Oy | Jun 2019 - Oct 2019

- Creating content on social media
- Researching and analyzing customers' personas
- Managing internal marketing

### HR Associate

Bookaholic.vn | Dec 2016 - Aug 2018

- Creating job advertisements
- Recruiting and instructing members
- Analyzing productivity
- Conducting internal marketing with rewarding campaigns for members
- Adminstrating communication channels

### English Translator & HR Assistant

Bookaholic.vn | Jun 2016 - Dec 2016

- Translating articles from English to Vietnamese
- Distributing guidelines to new members
- Assisting HR team with onboarding process

### Co-working Business Assistant Trainee

HUB13 Oy | Aug 2016 - Oct 2016

- Operating working space in B2B environment
- Participating in managing clients' and company's events
- Managing space's supply
- Assisting client nurturing process

## ACADEMIC BACKGROUND

### South-Eastern University of Applied Sciences

Bachelor of Business Administration, 2018

- Attended from 2014 to 2018
- Wrote thesis about Inbound Marketing for Finnish Startups

### Le Hong Phong High School for The Gifted

High School Degree, Class of 2011-2014

## COMPETENCIES

- Microsoft Office (Excel, Word, PowerPoint)
- Search Engine Optimization
- Inbound Marketing (Hubspot, Mailchimp)
- HTML
- CSS
- JavaScript
- Google Analytics
- Social Media Marketing
- Adobe Photoshop
- Adobe Premiere Pro CC
- Strong interpersonal skills
- Teamwork