






Minh Nguyễn

Strategic Planning

 14/12/1997

 team1smarketinggenerators@gmail.com

 Go Vap Dist, HCMC, VN

 (+84) 33 739 9579

A guy having passionate spirit but also a calm mind. With a warm blood that fuels his enthusiasm for exploring, he is absorbed in seeking new knowledge in any field. Yet, his cool head allows him to approach everything with steady composure, keeps him doing the right thing at the right time. He strives to become a valuable person with the hope that he can make meaningful contributions to the company.

WORK EXPERIENCES

DATA PROCESSING

ASIA PLUS VIET NAM CO., LTD | 07/2022 - Till now

- Design questionnaire flow and upload it on the online platform to input data.
- Receive returned data and convert raw data into tables, charts, models, ... to provide necessary information for reports.
- Participate in discussions and contribute ideas during the process of making conclusions /recommendations.
- Handle other arising requests.

=> Achievement:

- + Meet beyond expectations with assigned work, receiving an A+ rating when reviewing performance.
- + 100% of cases were handled perfectly.
- + Find out by myself and give the company some new methods or ways of handling things.
- + Be an employee with high value and reputation in the eyes of colleagues.

RESEARCH COLLABORATORS

THAI TUAN GROUP | 01/2022 - 06/2022

- Collect opinions from agents all over the country.
- Survey the demography, persona & perspective of residents in some provinces to support planning for the grand opening event.
- Survey the satisfaction of experience at showroom.

=> Achievement:

- + Helped the board of directors approach outstanding problems and come up with solutions.
- + Successfully carried out many activities with the marketing team.

EDUCATION

BACHELOR OF COMMERCE

Van Lang University (VLU) | 08/2018 - 06/2022

GPA: 3.1/4

MASTER OF BUSINESS ADMINISTRATION

Van Lang University (VLU) | 04/2023 - 2024 (est)

Est completion date: End of 2024

CERTIFICATES

FINANCE ANALYSIS USING PYTHON (12/2023)

From Co-Organizer: UEH & VAFE & VIETSTOCK

GOOGLE DATA ANALYTICS (2023)

From Google online course - Coursera

DATA ANALYSIS COURSE (05/2022)

From Tomorrow Marketers Academy

SKILLS / TOOLS

Python

IBM SPSS

Microsoft Power BI

Database SQL Server

MARKET RESEARCH INTERN

G COMM MARKET RESEARCH CORPORATION (GCOMM)

05/2021 - 11/2021

- Support team members and my leader to prepare and finish their projects.
- Set up questionnaires, screeners.
- Hold some interviews/surveys.
- Support some issues with tech.
- Draw charts from raw data.
- Read data, analyze them and give ideas about some insights and how we can use them.

=> Achievement:

- + 100% of projects have been completed perfectly.
- + Give customers more ideas/insights than expect.
- + Be highly appreciated for contribution by superior.

PRIZES AND AWARDS

BUSINESS BOOTCAMP

2021

TOP 30 PARTICIPANTS

PART OF THE NISD PROGRAM OF SVF ORGANIZATION
(STARTUP VIETNAM FOUNDATION)

YLDF CONTEST

2021

TOP 50 PARTICIPANTS

YEN ORGANIZATION (YOUTH EMPOWERMENT
NETWORK)

MARKETING GENERATOR CONTEST

2020

TOP 3 TEAMS

AIESEC

BEST ACADEMIC ACHIEVEMENTS

2020

TOP 200 STUDENTS

FACULTY OF COMMERCE - VÃN LANG UNIVERSITY

PROJECTS

STUDENT TREND RESEARCH 2022 - EOY

- Do a report about the perspective, psychology, behavior, ... and COVID-19 impact on Finance-Banking Vietnamese students.
- Visualize data, integrate information, and tell a story to show the insights discovered.

E-COMMERCE PLATFORM 03/2021 - 05/2021

- Research about habits, attitudes, psychology, behavior, needs of customers on e-commerce platforms.
- Find out the factors affecting the satisfaction of Shopee customers' shopping experience.

SURVEY - HEALTH 12/2021 - 2022

- Survey on healthcare needs and daily food consumption habits.
- Analyze and evaluate the need about health care, the need to use healthy products and which factors will affect/decide them.

ACTIVITIES

STARTUP CONSULTANT

Dalahuf Company Limited | 10/2021 - 02/2022

- Planning E-commerce transactions.
- Planning business orientation.
- Doing survey and market research.

VOLUNTEER

My Organization | 01/2016 - Present

- Planning charity events.
- + Find those in need
- + Call for funding
- + Call for volunteering