

VU MINH HANH | MANAGEMENT TRAINEE

Hanoi, Vietnam – (+84) 869799528 – hanhvuminh02@gmail.com - [Linkedin](#) – [Portfolio](#) – To learn, unlearn and relearn
Driven and innovative, I am searching for a Management Trainee role in a company dedicated to advancing the retail & FMCG industry in Vietnam. With a passion for learning and a hunger for success, I am eager to embark on a transformative journey and leverage my diverse skills to contribute to the company's growth and create a lasting impact.

EDUCATION & RELEVANT COURSES

BRITISH UNIVERSITY VIETNAM

Hanoi, Vietnam

BA. (HONS) MARKETING MANAGEMENT

2020 - 2023

- GPA: 3.7/4.
- **Event Planning & Organizing** course by LeBros
- **Digital Marketing: Brand & Performance** course by Markus Marketing School
- **Data Analysis** course by Tomorrow Marketers
- **Case Mastery for Business and Marketing cases** course by Tomorrow Marketers

EXPERIENCE

MARKETING & SALES EXECUTIVE BRISTOL LANGUAGE ACADEMY

Hanoi, Vietnam

Bristol Language Academy - European language centre brand specialising in exclusive and high-end language education for all ages

Feb 2023 - Now

- **Research, analyse CRM systems and work closely with the product team** to determine parents & students' needs
- Develop and implement successful **digital marketing & direct sales strategies** using social media, events and pricing, **to double centre visitors and boost revenue by 1.5 times** compared to the previous quarter
- **Analyse sales & marketing campaign performance** to adjust strategies accordingly to achieve business goals

GROWTH MARKETING INTERN

Hanoi, Vietnam

FPT Software - Marketing & Communication Department

Nov 2022 - Feb 2023

- Ran 3 **automatic email marketing campaigns** with customised content generating SALs worth over **\$70,000**
- **Researched and gathered insight into prospects** and potential clients for better targeting campaigns
- Produced IT trends **reports to improve the decision-making** of the Marketing team for campaigns in AU and EU

MARKETING AND CUSTOMER RELATION TEAM LEADER

Hanoi, Vietnam

AIESEC in Vietnam - The biggest international youth-run NGO and NPO

Jan 2022 - Jun 2022

Project: Global Citizen Summer Camp Season 12 aims to provide students with leadership and self-awareness

- Supervisor & deployed **marketing & sales teams for rebranding and lead campaigns** of a dying product due to COVID-19, which achieved a **250% increase in SM reach** and **225% sale goals** in just 3 months.
- Designed Sales and Marketing **SOP that improved working efficiency and effectiveness**
- **Led, managed performance and trained 15 members** to gain a **9/10 NPS score for Direct Leader**

INTERNAL COMMUNICATION INTERN

Ho Chi Minh, Vietnam

GroupM Vietnam

May 2021 - Sep 2021

- **Promoted and organised 12 internal training sessions and events**, resulting in **triple the number of attendees** versus the previous quarter
- Built and operated **successful automatic emails and internal websites** during the Covid-19 lockdown, contributing **9.2 and 8.7 CSAT scores** for onboarding experience and Covid-19 support, respectively

AWARDS

- **Top 1% candidates** of NESTLÉ Management Trainee program (NSLP) 2023 · Among nearly 5000 candidates
- **Finalist of G1000 Management Trainee Program 2023** by DHL Vietnam · Sep 2023
- **Finalist of The Next Mayora Sale Generation 2023** by Mayora Vietnam · Jun 2023
- **Top 30 Unilever Future Leaders' League 2023** by Unilever · Sep 2023 · Among 900 teams · Knorr brand
- **Top 10 Marketing Challengers Competition (Season 11)** by RMIT Vietnam · Dec 2022 · Among 1100+ candidates · Nescafé Barista brand
- **Top 2% Bán Lính Marketer Competition (Season 11)** by Foreign Trade MAC · Aug 2023

LANGUAGES

- English: Full professional proficiency | IELTS 7.0
- French: Full professional proficiency | DELF B2