



PHAM OANH TRUC

Solution-oriented professional with proven experience in business development, market research, and global-scale program management. Skilled in data analysis, strategic planning, and partnership building, with a strong track record of using insights to drive measurable growth, unlocking growth opportunities, and building partnerships that last. Adept at leading diverse teams, executing cross-cultural projects, and delivering results in dynamic, fast-paced environments.

Contact

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- 📍 Phu Nhuan, Ho Chi Minh

Education

Birmingham City University
(2023 - 2026)

- Bachelor International Business
- GPA ~ 3.7

Nguyen Binh Khiem High School for the Gifted (2020 - 2023)

- Specialized in Informatics
- Third Prize, Central - Tay Nguyen Informatics Olympiad

Certifications

- IELTS 6.5 (Predicted)
- Google Digital Garage – Fundamentals of Digital Marketing
- Scrum Fundamentals Certified

Skills

- Data Analysis & Visualization (Excel Advanced, Power BI, Azure, PowerPoint),
- Project & Stakeholder Management
- Market Research & Strategic Planning
- Leadership & Team management
- Social Media Strategy & Content Planning, proficient in Canva

Experience

Market Development Team Leader - Business Development

Jan 2025 -
July 2025

AIESEC in Vietnam

- Initiated a new strategic direction for Market Development, increasing outreach efficiency by 30%
- Built key marketing and materials, establishing a strong foundation and SOPs for Market Development operations.
- Led a team to manage 10 business KOLs, each contributing to promoting the organization's mission and generating 80% increase in partnership engagement.
- Designed marketing campaigns and developed strategic outreach plans on LinkedIn, expanded brand visibility to +1,000 targeted professionals
- Conducted regular performance reviews and tactical evaluations to ensure alignment with overall functional objectives.
- Gathered and analyzed insights from business market data to refine sales proposal and outreach strategies, improving conversion rates by 117%
- Honored as Top 3 Leader of the Month and Top 2 Outstanding Leader for performance, leadership growth, and team impact.

Customer Relations Executive - Incoming Global Volunteer

May 2024 -
Jan 2025

AIESEC in Vietnam

- Facilitated cross-cultural exchanges program for 10 EPs (EPs are exchange participants who join the Global Volunteer of AIESEC and go abroad) from India, Germany, Indonesia, UK, Egypt, Sri Lanka, Japan, Hong Kong,... (each of the 10 EPs works for 1.5 months at Vietnamese business)
- Coordinated directly with AIESEC in partner countries (e.g., Japan, Germany, Indonesia...) and over 10 local business partners in Vietnam (e.g., Viet Au My International Education Co., Ltd., and SUCA Agricultural Products Co., Ltd.) to ensure 100 %project standards delivery.
- Led expectation-setting spaces and Incoming Preparation Seminars, driving clarity on project goals, cultural etiquette, and safety procedures.
- Managed visa procedures, cultural adaptation, travel coordination, post-arrival support, handling operational logistics, and resolving arising issues during the program of EP and business partner
- Collected and analyzed participant satisfaction data to identify experience gaps and propose improvements to our team.

Activities

- Organization Committee - Youthspeak Unitour attracted 531 sign-ups and 280 official delegates
- Organization Committee - Shift out Shine up attracted more than 200 official delegates
- Organization Committee IGNITE Preparation – National Conference of AIESEC in Vietnam
- Delegate – 2 National Conferences & 1 Regional Conference of AIESEC in Vietnam
- Assistant Global Village (guided international participants and coordinated cultural exchange activities)