



## Trieu Le

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Language: English (IELTS 8), Mandarin (HSK 4 274/300),  
Vietnamese (native)

## EDUCATION

**KU Leuven**

September 2022 – July 2024

**International Business Economics and Management – Master's Degree**

Thesis: The influence of fiber types on consumer buying behavior and perceived sustainability of fashion apparel

Supervisor: Prof. Irene Roozen

**University of Economics Ho Chi Minh City (UEH)**

September 2017 – December 2020

**Business English – Bachelor's Degree**

Valedictorian scholar

## EXPERIENCE

**The IELTS Workshop**

March 2020 – October 2020

**Role: Teaching assistant**

- Stimulated English discussions and guided students to develop effective speaking skills.
- Led Speaking classes for small break-out groups.

**KIRIN Beverage**

March 2019

**Role: Marketing intern, University representative**

This internship was intended to establish harmonious relations between Vietnam and Japan. I was chosen by UEH to work with Japanese peers from Yokohama National University.

- Analyzed market trends.
- Worked with KANTAR, doing interviews to test consumer preferences for new products.
- Suggested the most promising product to be launched into the market with the Vice-President.

**Department of International Relations & Research Management (UEH)**

**Role: Administrative assistant**

July 2018 – June 2019

- Translated documents from English into Vietnamese.
- Proofread research papers.
- Wrote UEH's Vietnam Study Brochure.

- Assisted with organizing international conferences: The 2019 UEH International Conference on Business and Finance, ERASMUS JEUL Workshop on Roles of Case Studies in Effective Teaching and Learning.
- MC of UEH Cultural Exchange Program - Osaka University

## SOCIAL ACTIVITIES

### SIVIBI - Vietnamese Student Association in Belgium

May 2023 - Present

#### Role: Mentor for newcomers

- I currently mentor a group of six newcomers, answering questions regarding CM insurance, housing, social benefit Famiris and regulations related to their studies. I also provided them with helpful daily life tips on transportation (STIB), traveling (Interrail), supermarket, internet (NoMad esim).
- My post about Qatar Airways' Student Club amassed 72 likes and is pinned as important announcement in the SIVIBI group on Facebook. It helps my Vietnamese peers save €400-€500 on airfare.

### khomuc.org - crafting personal essays for university admissions

December 2022 - Present

#### Role: Editorial contributor

I help broaden Khô Mực's reach by offering the team a Gen Z's perspective. I also wrote [a blog post](#) about utilizing GPT to improve one's writing.

### HCMC Salompas Marathon

2021

#### Role: Volunteer

I worked at the aid stations to distribute hydration, snacks, and cheers to runners.

### Trashtag Challenge - cleaning public spaces

2020

#### Role: Volunteer

I hosted a one-day event where my classmates and I cleaned Phan Xich Long Street of Ho Chi Minh City.

## ACHIEVEMENTS

UEH Scholarship for Academic Excellence

2017 - 2021

Top 18 - UEH Race for Knowledge

2020

Lawrence S. Ting Scholarship for Academic Excellence

2019

4th place - UEH Student band - pianist

2018