



Trieu Le

◆ lhtrieu2010@gmail.com ◆ [linkedin.com/in/trieulehai/](https://www.linkedin.com/in/trieulehai/)

Phone number: +32 456 108 779 (Brussels, Belgium)

Personal website: <https://trieustats.github.io/personal-site/>

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