

# NGUYEN YEN LINH

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## EDUCATION

### University of Economics and Law - HCMC, Vietnam

HCMC, Vietnam

- Bachelor degree of Economics | Senior student
- GPA: 8.08/10
- Course work: Micro-economics (9.0/10), Financial and monetary theory (9.0/10)
- Expected graduation year: 5/2024

October 2020 - Present

## EXPERIENCES DEMONSTRATED

### VIETNAM INDUSTRY RESEARCH AND CONSULTING COMPANY (VIRAC)

VIRAC is an industry research and consulting company that provides industry reports and analysis.

#### ***Company Analysis Intern | June - September, 2023***

- Building reports based on desk research and secondary data: Company's operation, markets, prospects and financial health
- Cleaning and processing import-export data

### AEON VIETNAM

AEON Vietnam Co., Ltd. is a leading retailer in Vietnam, under AEON Co., Ltd, leading retail group in Japan.

#### ***Corporate Communication Intern | June - September, 2022***

- Market research and social media reports
- Supporting plan for the projects of CC department

### VIETNAM MANAGEMENT CONSULTING GROUP (12.000 members)

A community of students who have career orientation in Management Consulting field.

#### ***Business Content Creator | December 2021 - December 2022***

- Researching and writing content related to company strategies (MNCs, SMEs)

### AIESEC IN VIETNAM

An international environment that allows young people to discover and develop their leadership potential and thereby generating positive impact on the community.

#### ***Project Manager | January - May, 2022***

- Defining the plans, back up plans, strategies for the whole projects (**100%** plan implementation)
- Managing the operation of Marketing, Delegation, Agenda scopes
- Ensuring the working and synergy process with Business Development team, University Relations
- Escalating and resolve conflicts arising from stakeholders (Sponsors, Co-host, other teams)

Achievements: **150** Youths engage in the project, CSAT: **75/100**

#### ***Agenda Manager | July - December, 2021***

- Market research for insights and build agenda for projects. Synergizing with Marketing, Sales team
- Working with Stakeholders (Guest Speakers, Sponsors,...) and risks management

Achievements: **800** Youths engage

#### ***Customer Relation Executive | April - July, 2021***

- Cooperating with AIESEC in other countries to run events and projects (**90%** Customer Satisfaction)

## OTHER EXPERIENCES

- School-level Scientific Research Award | 2023
- Marketing intern at Obagi Medical Vietnam | 2023
- Top 20 in Digital Creatory Contest | 2022

## KNOWLEDGE AND SKILLS ACCUMULATED

### Professional Skills:

- Strategic Planning & Analyzing
- Cross-functional Communication
- Data analysis (Google course)
- Problem Solving

### Knowledge:

- Business strategy
- Product marketing
- Macro-economic
- Market research

### Tools:

- Advanced excel
- SQL, Python
- Tableau, PowerBI
- Office package, Canva