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To Whom It May Concern,

Through my experiences, taking feedback and reflection, I figured out that what distinguishes myself with people around me first and foremost is the adaptability – Which enables me to quickly define problems, find solutions and run toward innovation. Secondly, I always and forever build on my growth mindset, which enables me to go through and value all the failures coming to my life, no matter how hard it is, keep patience and strive for excellence to accomplish everything I do. If there is a quote to describe myself, it would be “Can not perfectly solve today's problem by yesterday's solution”.

AIESEC in Vietnam - An international and challenging environment. I had a chance to try, develop my leadership potential. So my leadership foundation following 4 qualities: Empowering others (Communicate effectively in diverse environments), Solution oriented (Adapt and show resilience in the face of challenges), Self-aware (Understand and live personal values), World citizen (Believe in my ability to make a difference in the world). And values: Striving for excellence (Continuously improve through creativity and innovation, deliver the highest quality performance), Demonstrate integrity (Consistent and transparent in decision and action), Acting sustainably (We act in a sustainable way for our organization and society), Activating leadership (Lead by example and inspire leadership through actions and result), Living diversity (Actively learn from different ways of life and opinions represented in our multicultural environment). The biggest lesson I learn from here is: The definition of what is important to me and what gives me purpose in my lives - That's my personal values - Strong motivation to grow, to learn, to make a positive impact in my environment.

In the Vietnam Management Consulting Group, I improved my skills in communication, the collaboration between working independently and working as a team, skills related to Management Consulting like structured problem solving, Structured analyzing. The things I value most here are knowledge relevant to business models, business strategies, and researching skills.

In my internship journey, I learned to be detail oriented, especially in problem solving like making the right things before making the thing right. AEON internship journey gave me perspective of Brand communication, brand management, brand enhancement. VIRAC internship journey gave me perspective of Company operation (Key activities, financial indexes), making company reports using tools.

In time I joined some marketing contests, case competitions, as most contests are designed to solve problems to meet company objectives like increase brand awareness, customer acquisition, customer retention. Which required me and my team to utilize our analyzing and planning ability. So I have a chance to improve my problem solving, time and tasks management, and how to delegate tasks effectively based on teammate strength and weaknesses under time constraint.

I really appreciate the values of lifelong learning. I was a student who loved literature and specialized in literature at school, but after that I found an interest in math and spent all day on solving math, finally choosing to major in Economics. Joining AIESEC helps me envision the career path I want to pursue is marketing, so most of my time is spent learning design toolsets and knowledge related to the marketing sector. After that I applied for marketing intern positions, joined so many marketing contests. It's not the end of the story, I just sparked a journey where I figured out data driven is an integral part of any decision, and resources should be distributed effectively based on their scarcity characteristic. In the past, I could never imagine that there's a time I would spend as much time on learning a programming language, coding and reading financial statements as I do at the present. At different times of life, I have different things that I want to do and that's not terrible as some people said that it's the inconsistency. All the things I did is focus on learning it with enthusiasm and know how to connect the dots. For example, learning literature sharpens my analytical skills, learning math enhances my logical thinking, Economics major gives me an overview of the circulation, fluctuation of the whole economics in different countries and how it affects business. Programming language and knowledge in finance support me in analyzing the data in different points of view when defining a strategic decision. So I think, when seeing the values of 'lifelong learning', it will enable a person to 'stay hungry, stay foolish' to improve and discover themselves. Not only that, learning from people around even in daily talk or learning from failure is also a way to strengthen lifelong learning spirit. To do that, I always enhance my cognitive thinking to define my position, my strengths, weaknesses, what I lack, what is true and what is false,... That helps me a lot in the journey of developing myself. When I was a company analysis intern at VIRAC, to improve the productivity of data cleaning (my colleague method is replacing by hand and it took days to complete with a large data size up to 2 million rows), I did recommend method using VBA and macro in excel to replace automatically, it also my way to learn and discover a new things through practical experiences. I believe lifelong learning enables a person to solve today's problem not by yesterday's solutions.

Yours faithfully,

Yen Linh.