

EDUCATION

2016 – 2018	RICE UNIVERSITY, JONES GRADUATE SCHOOL OF BUSINESS Candidate for Master of Business Administration (MBA) degree, May 2018. Concentration: Marketing, Operations Management. Technology Club. Consulting Club. National Association of Women MBAs. Austin and San Antonio Trek, Fall 2016. Runner-up of Haas Tech Challenge 2016 sponsored by Google Fiber; team navigator and idea initiator.	HOUSTON, TX
2007 – 2011	RITSUMEIKAN ASIA PACIFIC UNIVERSITY, COLLEGE OF INTERNATIONAL MANAGEMENT Bachelor of Business Administration (BBA) degree. Dean's list. JASSO Honors Scholarship. Merit-based full tuition scholarship. Teaching assistantship. Chief Editor of on-campus periodical TagVietnam. Language Tutoring Club.	OITA, JAPAN

EXPERIENCE

2013 – 2016	BEACHHEAD MARKETING INC. <i>Marketing technology consultancy, based in San Jose, CA.</i> Inbound Marketing Team Leader <ul style="list-style-type: none">Owned end-to-end internal marketing automation system and multiple marketing channels; increased marketing pipeline by 300% in 2 years.Recommended long-term plans and short-term executions of customer segmentation, customer education, and communication strategy.Conceptualized and published 6 whitepapers, eBooks, and guides on B2B marketing analytics, customer behaviors, sales cycles, and analysis of data-driven marketing decisions.Led team of 3 in creating blog, email marketing, and social media content to drive awareness and adoption of marketing technology; nurtured and acquired 200+ sales-ready B2B prospects.Developed technical processes, guides, and standards for internal application and testing.Mentored and supervised 3 junior co-workers of different disciplines to integrate their personalities and talents, and to help building personal development plans. Marketing Automation Consultant <ul style="list-style-type: none">Dived deep into customers' use of HubSpot and Marketo, two of the most used web-based / cloud-based marketing automation softwares with integrations with Salesforce.com for SMBs in B2B technology industry, to optimize return on investment, and solved ambiguities through written proposals and guides.Defined and designed marketing automation programs on behalf of customers. Analyzed success metrics to align customers' marketing execution and sales goals.Delivered lead scoring data analysis according to customers' needs. Identified complex systematical problems, verified and corrected business assumptions for optimum program execution.	HO CHI MINH CITY, VIETNAM
2011 – 2013	ISUZU VIETNAM COMPANY <i>Truck and pickup truck manufacturer, headquartered in Tokyo, Japan.</i> Marketing Specialist <ul style="list-style-type: none">Built and launched customer data collection process for Isuzu users in Vietnam; reduced errors in data collection by 80% in 3 months by optimizing automation process.Grew customer segmentation and analysis system for a database of 2000+ B2B, B2C, governmental and private users to derive real-time insights into target customers and develop timely marketing opportunities. Assistant to General Director <ul style="list-style-type: none">Conducted analysis of pricing, customer needs, and competitive offerings to support sales and marketing strategic planning. Presented monthly to Board of Directors.Consolidated written reports and data demonstrations on manufacturing, sales, and financial issues.Managed cross-functional communication and operation tasks to ensure smooth workflow between Japanese executives and Vietnamese directors and managers.	HO CHI MINH CITY, VIETNAM

ADDITIONAL INFORMATION

Languages: Fluent in Vietnamese. Proficient in Japanese.
Skills: Strong in data analysis (Excel, SPSS, Tableau). Quick to adapt to new technologies and applications.
Activities: Architectural sketcher, adept brownie baker, and ukulele player. Self-taught Adobe (Photoshop, Illustrator, InDesign) user.