

EDUCATION

2016 - 2018	RICE UNIVERSITY, JONES GRADUATE SCHOOL OF BUSINESS Candidate for Master of Business Administration (MBA) degree, May 2018. Officer of Retail and Consumer Good Club; Member of Marketing and Technology Clubs.	HOUSTON, TX
2007 - 2011	NATIONAL ECONOMICS UNIVERSITY Bachelor of International Business Administration	VIETNAM

EXPERIENCE

2015 - 2016	TRANG TIEN PLAZA <i>Landmark high-end shopping mall</i> Senior Marketing Executive <ul style="list-style-type: none">Led two junior executives to redesign brand identity manual, company profile, and advertisement sales kit, contributing 80% toward annual sales target within five months.Negotiated and projected annual marketing plans with clients' brand managers, driving customer engagement and generating traffic to fashion outlets by 400% within four months.Conceptualized and renovated CRM program, increasing customer satisfaction from 80% to 95%; designed and organized a CRM training curriculum for management team and 20 customer service employees.	VIETNAM
2014 - 2015	BETA MEDIA <i>Entertainment, food and beverage services startup</i> Marketing Manager <ul style="list-style-type: none">Produced and implemented marketing plan for Beta Cineplex – a movie center, driving 88% sales growth, successfully attracting \$3M in early-stage venture capital funding.Collaborated with operations and finance departments to propose and initiate Cinema Intelligence Solution and first-ever online payment website, designing real-time report models and enhancing decision-making processes.Led a diverse, cross-functional team to project business models and product research, launching a food court, eight mini-restaurant chains, and a three-month social musical project which attracted 12K attendees over 12 nights.Designed operation plans for restaurants, from blueprint and procedures to kitchen and dining room systems, increasing labor productivity and maximize ROI.	VIETNAM
2013 - 2014	UNILEVER Sales Supervisor (2014) <ul style="list-style-type: none">Managed sales territory and led a team of 12 sales representatives for Tu Dung LLC, an exclusive distributor of Unilever Vietnam, ensuring availability and visibility of products in Cao Bang province. Drove 15% annual sales growth and won two awards: Best Practice of North Branch 2013 and Unsung Hero Award 2013.Devised and executed a go-to-market strategy by analyzing historic business performance and customer database. Grew customer base by 62%, from 779 to 1264 retailers.Developed analytical model forecasting customer demand and inventory replenishment strategies for 500 products, driving high return on Investment due to highly accurate forecasts and optimal inventory turns. Customer Development Fresh - Unilever Future Leaders Program (2013) <ul style="list-style-type: none">Programmed analysis tools to assess customer business performance and anticipate purchasing behavior in haircare market; incorporated reports in effective trade promotion plan, contributing to 22% sales growth.Performed key retail initiatives, leading to a substantial increase in Unilever's Perfect Store execution and customer partnership base.Managed sales reporting and data analytics for general trade retailer and wholesales channels.	VIETNAM

AWARDS

1st Place, PepsiCo MBA Invitational Case Competition 2016: Competed with seven teams coming from 15 schools, delivering a solution of launching new Frito-Lay snack to compete against the Takis snack with the focus on marketing strategy and finance data backup.

Runner-up of Haas Tech Challenge 2016: Competed with 22 other schools, pitching the ideas how the superfast Internet will change the American life better in the next ten years. Conceptualized the vision of healthcare industry with real-time 3D diagnosis, automatic intelligent doctor, body simulation, and cloud-based big data.

ADDITIONAL INFORMATION

Student In Free Enterprise (SIFE) - Cofounder of Excavatus project (2009 – 2010): Collaborated with farmer households to develop 50 worm-raising models - sustainable fertilizer resources. Awards: SIFE Vietnam National Championship 2009 and 2010; 3rd place team In Opening Round - SIFE World Cup 2010.

US Guide - Communication Leader (2011 - 2016): Coordinated with Vietnamese MBA alumnus to organize informational events and mentorship programs, encouraging young professional to study in the United States.

Skills: Ninja at data tools and languages (Power BI, Tableau, Advanced PowerPoint, Advanced Excel, SPSS, and SQL), proficient in Microsoft Project Professional, and self-taught Adobe Design tools (Illustration and Photoshop).