DINH THI KIM ANH

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Female

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Hanoi, Vietnam

Education

Major: Marketing

Sep 2022 - June 2023

University of East Anglia

MSc - Brand Leadership
- Modules consist of Brand and Strategy; Brand Now; Brands, Changes, and Innovation; Leading the future of brand; Digital business management.
- Building strategy and brand management.
- Research and explore corporate brand operations
- Learn about brand values, contemporary change, and innovation.
- Analyze the international market and campaigns, manage and develop medium-sized brands in the UK through modules.
- Develop both technical and soft skills: reading and writing report, leadership skill, teamwork and presentation.

Major: Marketing

Sep 2022 - June 2023

University of the West of England - UWE Bristol

BA (Hons) - Top-up
- Modules consist of enterprise project, brand management, digital marketing strategy, contemporary issues in marketing, international marketing communications.
- Set up own enterprise project from idea to business plan.
- Analyze the international marketing market and digital marketing campaigns, manage and develop medium-sized brands in the UK through modules.
- Develop both technical and soft skills: writing report, marketing campaign planning, time-management skill.

Major: Marketing

Jan 2019 - May 2022

National Economics University - Hanoi, Vietnam

BTEC-HND
- Modules included business and business environment, management and operations, organizational behaviors, business strategy, integrated marketing communications, digital marketing, product, and service development.
- Practiced the necessary business models through case studies and assignment in all modules (Applying Porter’s Five Forces, SWOT analysis, PESTLE analysis, organizational structure, etc.)
- Developed skills such as presentation, communication skills, critical thinking, teamwork, conflict resolution skills.

Work experience

Part-time Waitress

November 2022 - June 2024

COSMO Authentic World Buffet Restaurants

Main responsibility:
- Set up the dining table according to regulations, Guide customers to use buffet service at restaurant.
- Collecting empty plates in the dining table.
- Support customer payment.
- Receive and process inquiries, complaints, and report to general manager when necessary.
- Serving customers at the restaurant and ensure a great customer experienceAchievements and skills gained:
- Improve Communication and problem solving.
- Enhance teamwork skill and customer services.

Part-time Sales Staff

March 2021 - November 2021

Odin Language Academy

- Advising and supporting students wishing to learn more English, or learn to achieve certificates such as TOEIC, IELTS.
- Contact faculty to arrange effective class schedules for students.
- Support the sales department to conduct workshops: Helping students orient themselves to part-time jobs and learn English.
- Team management consists of 5 trainees: Guidance, planning, goals' setting, sales skills training for each member.
Achievements and skills gained:
- Improve Communication, teamwork and sales skills.
- Be assessed positively by the sales manager: active, extremely adaptable...

Part-time Sales Staff

June 2019 - December 2019

Tap's footwares

Main responsibilities:
- Sell footwear products.
- Introduce, consult products and answer customers' queries directly in-store.
- Receive new products into the warehouse and record and report thenumber of products sold.
- Package products to send to customers online.
Recognition and Gains:
- Improve communication and management skills

Activities

ODIN Language Academy

June 2021 - November 2021

Collaborator of Admission and HR events

- Support in planning and content for recruitment consulting sessions and recruitment events for the company.
- Manage the number of people attending the event.
- Arrange and communicate with participants to receive feedback about the event.

National Economics University

September 2021 - October 2021

Contestants of Business Journey competition

- Handling situations through business case studies.
- Training logical thinking from different topics in the business field.

Objective

Recent postgraduate in Brand Leadership with a strong foundation in Marketing, eager to contribute to real project. Seeking a brand marketing position to leverage my expertise in brand strategy, consumer insights, and digital marketing. My objective is to enhance brand equity and drive customer loyalty by implementing innovative marketing campaigns and strategic brand initiatives. This is the foundation for a creative and passionate Marketing career in the future.

Skills

Language

English, Vietnamese

Communication

Confidently communicate between people.

Time-management

Arrange a reasonable timetable.

Leadership

Ability to lead a team.

Certifications

2020

IELTS 6.0 issued by British Council.

2021

Certificate of Outstanding Sales Staff of 07/2021 issued by Odin Language Academy.

2023

IELTS 6.5 issued by British Council.

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