

Curriculum Vitae

PERSONAL INFORMATION

Full name: **TRAN HA MY LOI**

Date of birth: June 23, 1988

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Lien Chieu District – Da Nang City.

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Career Objectives

A position of professional Trainer, work in an active environment with opportunities for career advancement.

Education

- 2006-2009: **Bachelor of Economic, Business Administration major, Technology of University in Ho Chi Minh city (HUTECH).**
- 2010-2011: **Bachelor of Commerce, Business Commerce major, University of Economics in Da Nang city.**

Experience

- 8/2018- up to now: **Master Trainer & Content Specialist of Accelerate Vietnam Digital 4.0 – Google Initiative**
 - Teaching, sharing experiences of the program in central Vietnam Digital 4.0 or at all class venue of the program (Mobile Class)
 - Ensuring the quality of teaching in all classes
 - The process of hearing and guide the training of other trainers
 - Preparing the typical example in accordance with the student group
 - Support for editing, adjusting the lecture content suitable for learners
 - Training, capacity assessment as presentation skills, language transmission, interoperability, knowledge, lecture content of the new trainer joins
- 1/2016 – 2/2019: **Assistant Director and Marketing Manager at Japan Education Company- Selfwing Vietnam Co., Ltd**
 - Assisting in developing and implementing plans and goals for Selfwing Vietnam Co., Ltd
 - Working with the Director to coordinate and supervise daily operations
 - Managing all marketing for the company and activities
 - Developing the marketing strategy for the company
 - Creation and publication of all marketing material in line with marketing plans.
 - Planning and implementing promotional campaigns.
 - Manage and improve lead generation campaigns, measuring results.
 - Overall responsibility for Selfwing Vietnam brand management and corporate identity

- 09/2012 – 12/2015: **Event Manager at PR – Marketing Department of Dong A University.**
 - Propose ideas, concepts for all events
 - Plan, organize, implement event programs, students events on and off campus.
 - Write the university articles, press releases for school website, local papers and TV stations.
 - Promote DongA brand through community activities
 - Prepare, create and edit the school advertising film and deliver the film via online media such as Youtube, Facebook.
 - MC for all events at Dong A University.
- 10/2011 - 3/2012: **Marketer and Copywriter at Golden Wings Joint-stock company, Danang.**
 - Write events concept.
 - Manage of event program.
 - Propose and prepare marketing plan for company's partners (Big C, Air Asia)
 - Follow up with banners and news on website.
- 1/2011 - 9/2011: **PR Executive, Golden Sands Resort & Spa Hoi An.**
 - Promote the company's image to target customers
 - Introduce and consult the good service of Golden Sands Resort.
 - Make monthly Newsletter & send to target customers.
 - Prepare and follow up on all promotion layout, poster, banner.
 - Conduct site inspection when customers request
 - Take photograph at events and programs (Staff party, Guest's event, Teambuilding..)
 - Write Press Release to Travel Magazine
- 04/2009 - 08/2009: **Sales executive, VietchamExpo, VCCI Exhibition Company (Internship)- 171 Vo Thi Sau Street, Ho Chi Minh city.**
 - Introduce and consult customers of new products and services.
 - Provide information and listen to customers' opinions.
 - Market research, analysis and develop the optimal marketing strategy.

Skills

- Teaching skills: Creativity & Critical thinking, Patience, Time management, Conflict resolution
- Management skills - Ability to plan, implement and control.
- Good communication skills – professional presentation, master of ceremony and group communication skills
- Proficiency in English: speaking and writing
- IT proficiency: Microsoft Office, Corel.
- Tactical, agile, creative, dynamic and efficient in situations.
- Good negotiation and persuasion skills
- Established professional sales skills and networking skill with clients