

DO PHUONG LINH

linh.dp1@st.buv.edu.vn
(+84) 385 723 503

"An excellent communicator, a fast learner, a creative mind,
an inspiring and enthusiastic individual"

Education

BRITISH UNIVERSITY VIETNAM

Major: International Business Management

Contribution Award: Year 1 Semester 1

GPA: Economics for Managers: 93/100 (4.0/4.0) | Accounting: 84/100 (4.0/4.0)

Sep 2020 - present
Freshman

HIGH SCHOOL FOR GIFTED STUDENT, HNUE

GPA: 9.1/10

Graduated

Hanoi

Experiences

TEDxBUV 2021

Project Assistant/Host

Aug 2020 - On Progress

- regulates and records postal communication
 - closely monitors and supervises the project's progress
 - organizes internal casework
 - manages event flow, orients audiences' emotions
 - works with the team to create stage script and AV system plan
- **Objective: a 250–audience Tedx Talks event**
- **Learning points: good management skills, excellent communication and observation skills, professional event organizing and management skills**

BUV ENGLISH EXPLORERS CLUB

LifeStyle Reporter

Aug 2020 - On Progress

- content creator for The Little UK Magazine
 - publishes articles relating to LifeStyle
 - research people's behaviors and creates engaging, mesmerizing ideas
 - provides new, creative perspectives on multiple aspects
- **Objective: The Little UK Magazine issue 4**
- **Learning points: improving my creative mind, thinking outside the box, understanding the target audience**

PTCMEDIA

Member of Content Department

2017 - 2019

- constantly brings new and fresh ideas to the table
 - content creator of the school's magazine
 - produces content
- **Achievements: successfully launched 3 issues of PTCTimes, organized 2 seasons of La Mémoire – appreciation event for senior students**
- **Learning points: good event management and organizing skills, critical thinking and market research skills**

GREEN UP PROJECT

Head of Content

Jun 2019 - Jul 2019

- conduct research and plans out engaging and effective ideas for the project's image
 - motivates the team, improves the engagements among the members, the projects, and the attenders
- **Achievement: established a fundraising initiative that raised 7 million VND for Save Vietnam's Wildlife; organized a Green Race with 150 attenders**
- **Learning points: an inspiring leader, a creative mind, a project manager**

FIESTA A CIELO CHAIN EVENTS

Content Creator, Event Coordinator

2017 – 2019

- creates and operates event theme
 - supervises and manages the progress
 - in charge of risk management
- **Achievement: organizes 6 events each year for 2000 students**
- **Learning points: risk management and problem-solving skills**

BUV AMBASSADOR TEAM

University Ambassador

Aug 2020 - On Progress

- communicates with the school's stakeholders
 - contributes to promote and spread positive images of BUV
- **Learning points: an excellent communicator**

Extracurricular Activities

BRITCHAM FUNRUN – RUN FOR VIETNAM

Host/MC

Nov 29th 2020

- manages the event flow
 - deals with unexpected on-the-spot changes and risks
- **Achievement: the host for a prestigious charity event organized by The British Chamber of Commerce with 10.000 participants**

HULT PRIZE BUV

Host/MC

Dec 12th 2020

- monitors and lead the event's flow
 - supervises, controls, and leads the event's progress
 - orients the audience emotions flow
- **Achievement: the host for a prestigious start-up contest**

Skills

IELTS: 7.0/9.0 – Experience: Personal English Tutor at Langmaster (Sep 2020 – now)

Data Analysis: Be able to **analyze** and **visualize data** in multiple fields: Marketing, Sales, Consumer and Product metrics, etc.

Technical: Basic PC skills, basic Power BI skill

COVER LETTER

June 26, 2021

Phuong Linh Do
International Business Management
British University Vietnam
Van Giang, Hung Yen

Dear Krona Recruiting Department,

I am Phuong Linh, a student from the International Business Management program at British University Vietnam. I am particularly interested in Krona Internship program, and I am confident to have encountered most of your requirements with my experiences and skills, which makes me a potential candidate that you are looking for.

To begin with, as a Business Management student, I have developed a wide range of abilities from not only my classes but also my extracurricular activities as a Project Assistant/Supervisor for TEDx BUV. The project supervisory experiences have equipped me with a variety of practical skills, including management, market research, and communication. Secondly, as a scholar with an IELTS score of 7.0 and experience in teaching English, I can fluently communicate in English, academically and colloquially, verbally and in writing. Another aspect worth mentioning is that I've had a variety of communication and public speaking experiences, including serving as an MC or host. I have also equipped myself with sufficient academic writing skills as I have had many experiences as a content creator. Last but not least, I received a Good Certificate from a prominent Marketing Academy in Vietnam - Tomorrow Marketers - after completing a Data Analysis course. As a result, I have a firm understanding of how to analyze, visualize, and use data to build marketing campaigns, solve business cases, launch promotions to boost sales, etc.

I am confident about my experiences and ability to contribute to this position, and I believe Krona would be the greatest opportunity for my internship. If given the chance for this job, I would develop myself to the fullest, and be well-prepared to work towards even the toughest tasks. I shall commit my efforts to demonstrating that you made the right decision in appointing me to this position.

Thank you for your time and consideration!

Sincerely,
Linh
Phuong Linh Do