**Thai Minh Do**

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**Career Profile**

Self-motivated, confident, and outgoing individual with Public Relations and Sales background. Proven ability of result-orientated approach and professional demeanour demonstrated by **2+ year’s account and sales experience**. Recognised for the ability to work autonomously while being highly organised with strong mentality and bounce back attitude. Looking to build Marketing knowledge and experience in a business context.

**Technical Skills**

* **Social media** – LinkedIn, Instagram, Facebook, Twitter, WordPress
* **Software** –Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Adobe Photoshop, Adobe Illustrator, Canva, iMovie, Adobe After Effects, , CRM (Salesforce, EXPA).

**Education**

**03/2018 – 11/2020** **Bachelor of Communication/ Arts**

Deakin University, Burwood

* Major: Public Relations
* Achieved: Distinction Average
* Invited to join the Golden Key Society (offered to the top 15% of students)

**Relevant Experience**

**01/2021 – Current Regional Account Coordinator**

AIESEC International

* Support the implementation of partnership with Academia Europea (Business Development Regional Partner)
* Communicate and coordinate with AIESEC in Nicaragua and the regional business development manager about the Project.
* Manage applicants and selection process for the Project along with AIESEC in Nicaragua and Academia Europea.
* Analyse Supply and Demand to understand, maximise and explore new markets. Coordinate with internal stakeholders to reach target market and promote opportunities to meet KPI for applicants.

**12/2019 – 2/2021 Director of Sales and Customer Service Department**

AIESEC Australia

* Conducted external desktop research to collect data, analyse SWOT and identify trends to set out sales KPI and measurement of success for the department and allocate goals for the members. Three new strategies were created, exceeding 10% of initial goals in the first two weeks of operations. Recognised by Executive Director for just report and grounded strategies.
* Confidently delivered keynotes, facilitate workshops and webinars to groups of up to 100 young people. Achieved over 80% satisfaction from participants with recognition for highly organised session.
* Provided training to members from diverse backgrounds regarding sales skills such as cold calling, lead nurturing, and marketing.
* Tracked membership sales performance effectively, achieving over 70% productivity.
* Flexibly adapted attitudes to deal with customers from different backgrounds to handle objections and provide high quality customer service. Achieved 90 percent customer satisfaction.

**06/2021 – 01/2021 National Conference Director of Sponsorship**

AIESEC Australia

* Contacted businesses to generate leads for conference partners and sponsorships
* Created sponsorship value proposition tailored to each business and relevant materials
* Created and offered upselling deals for businesses,
* Conducted meetings with leads to convert them to conference sponsors. Achieved four sponsors during COVID-19 situation.

**06/2021 – 01/2021 Internal Communications Officer**

AIESEC Australia

* Worked collaboratively in a team of four to co-created internal communication strategies with 80% monthly plan implemented.
* Brainstormed and created social media content across different media platforms such as LinkedIn, Facebook, Instagram. Achieved 70% monthly engagement of the current members.

**09/2021 – 11/2021 Public Relations Consultant**

Pesel & Carr

* Conducted media monitoring and media relations
* Researched and analysed data to conduct organisational analysis
* Created promotional content, marketing materials
* Scheduled content calendar and publishing
* Participated in brainstorming sessions to increase traffic to client’s website and social media
* Designed and formatted client presentation.

**11/2019 – 12/2019: 6 weeks Research Intern**

DeakinTALENT FreelancingHUB, Graduate Employment Division, Deakin University.

*Worked in a project team to develop innovative strategies to better engage with and provide value for members and the broader business community in the City of Whitehorse.*

* Developed 8 strategies by researching domestic and global operating models to increase stakeholder engagement and social media strategies for client over a two-week period.
* Summarised the final report including findings and recommendations for the Whitehorse Business Group executive board. The final feedback was finalised on time and approved by the supervisor.

**07/2018 - 10/2018 Research Intern**

Student Engagement and Experience Team, Division of Student Life, Deakin University

* Interviewed stakeholders from different backgrounds across five campuses physically and virtually to identify gaps in student engagement for final report.
* Promptly and accurately communicated findings with different stakeholders in verbal and written communication. Final presentation received positive feedbacks from stakeholders and supervisors.



**Referees**

Available upon request.