

NGUYEN THI THU HA (WENDY)

Hanoi, Vietnam • (+84)88-667-1887 • wendynguyen.biz@gmail.com

[LinkedIn](#)

SUMMARY

Experienced and motivated customer service specialist / Partnership specialist in supporting and working directly with international customers. Knowledgeable about diverse areas such as marketing, education, and social media. Skilled in communication, effective problem-solving, strategic thinking, and organizational planning. Quick learner and eager to earn more insight into various fields.

WORK EXPERIENCE

Partnership specialist - SONG HUNG Technologies Co.,Ltd

Mar 2022 - Apr 2024

- Worked on brand development initiatives for international technology brands in the Vietnamese market, resulting in strategic brand partnerships with over 200 agents nationwide, achieving a notable 15% increase in brand awareness metrics.
- Worked closely with the director, brand partners, and relevant departments to discover customer needs, develop innovative strategies, enhance product improvements, introduce new products, and gather valuable brand perception feedback, business reviews. Managed other brand-related matters to ensure alignment with company and partner objectives.
- Negotiating with brands to secure benefits for the company such as accounts payable, marketing expenses, and sample products. Leading to a 200% increase in payable account amount (from \$50,000/order to \$100,000/order) and extended payment terms. Additionally, received marketing fee support (half of the total cost), samples, and brand gifts for each marketing strategy approved by the brand.
- Managed product inventory based on sales data analysis, ensuring optimal stock levels and minimizing out-of-stock instances, resulting in a significant increase in shipping efficiency with at least two 40HQ containers per month (200% increase from 2021 quantities).
- Monitored import orders' status and collaborated with Logistic Agents to achieve a commendable 98% on-time submission rate of documentation to customs authorities, ensuring seamless import processes.
- Coordinated with the warehouse department to uphold quality control standards, promptly identifying and reporting defective products to respective brand stakeholders, resulting in a 95% exchange rate of defective products for new ones, enhancing overall product quantity, quality and customer satisfaction.

Client Service Representative/ Class manager - Skyline English School

Oct 2019 - Dec 2021

- One of the people who contributed to building the foundation of the school.
- Provided consultancy on online English courses by foreign teachers, enabling students to enroll in customized courses and achieving a 10% increase in student enrollment each month.
- Managed learning schedules for students and teachers, resolving conflicts and ensuring a smooth school schedule.
- Communicated with students and parents, addressing inquiries, resolving issues, and managing unforeseen circumstances, achieving a 100% issue resolution rate.
- Delivered monthly reports on class performance for comprehensive evaluation of sales metrics and teacher efficacy.

English Teaching Assistant (Part-time) - Private English Class

Jun 2019 - Oct 2019

- Assisting the professor in monitoring students during self-study sessions
- Taking responsibilities such as test creation, assessment, and providing detailed explanations to students.

EDUCATION

University of Languages and International Studies - Vietnam National University Sep 2017 - Feb 2022

Bachelor of Korean language and culture

Major in Korean studies

Le Quy Don Gifted High School

Sep 2014 - Jun 2017

Major in English Language

SKILL

- **Technical Skills:** Data analytics, Marketing strategy, Microsoft office, Adobe Illustrator/Photoshop
- **Soft Skills:** Communication, Analytical skill, Negotiating, Problem-solving, Critical thinking, Active listening, Adaptability, Multi-tasking
- **Languages:** English, Korean, Vietnamese

INTERESTS AND HOBBIES

- **Dance:** Dancing has been my hobby for nearly eight years. I am passionate about it because it allows me to express myself, bond with my peers, and maintain my physical health. Notably, I served as the dance team leader of the Korean faculty at my university and secured first place in dance competitions against other universities for three consecutive years.
- **Design:** I enjoy in witnessing individuals unleash their creativity through design projects. I wish to comprehend clients' needs and translate them into visually appealing visions. Therefore, I have been learning to use Adobe Illustrator and Photoshop for some time now. It's both enjoyable and beneficial.
- **Reading/watching/play games in English:** I love learning English, but I'm not particularly fond of traditional textbooks or classroom settings. Instead, I prefer immersing myself in the language as it's spoken by native speakers in real-life situations. I find reading books/novels, watching movies/shows, and playing games to be incredibly helpful, as they expose me to a diverse range of vocabulary and expressions.