

NGUYEN THI PHUONG LINH

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WORKING EXPERIENCE

Lecturer

Faculty of International Economic Relations –UEL

📅 01/2017 -- Ongoing 📍 HCMC, Vietnam

- Be in charge of teaching International Business Management and Marketing Research course
- Conduct academic research projects in cross-culture in business, consumer behavior in online platforms.

Business Intelligent analytics

SMS-TIMING

📅 04/2016 -- 07/2016 📍 Belgium& USA

- Creating the business intelligence dashboard providing operational & financial metric to the karting owners.
- Supporting USA clients in determining the profile of potential customers.

Vietnam market consultant

STARTUP BUSINESS - TECHCOMBANK

📅 09/2014 -- 7/2015 📍 HCMC, Vietnam

- Consulting international expert teams regarding to Vietnam market, consumer purchasing behavior & attitude, especially in finance market.

Senior market analyst

HOME CREDIT

📅 02/2013 -- 8/2014 📍 HCMC, Vietnam

- Providing the valuable consultancy on opening new sales channels: online loan services and loan for furniture products.
- Managing the market exploration projects to evaluate the potential of market entrance (business scope, competition, global trends, customer insights) on furniture, building material products, automobile...

Senior Quantitative Research

CIMIGO

📅 8/2010 -- 02/ 2013 📍 HCMC, Vietnam

- Independently managing marketing research projects from beginning to end (from meeting and liaising with clients to negotiate and agree research projects,

designing questionnaires, building sample structures, managing fieldwork, analyzing, writing detailed reports and presenting the results).

- Advising clients on how to best use research findings
- Working on a wide range of marketing research methodologies, such as: mystery shoppers, usage and attitude studies, brand tracking, product and concept testing, segmentation.
- Having an experience in different interviewing approaches, including door-to-door interview, street intercept, central location test, mystery shopping, and online testing.

EDUCATION

M.S in Marketing Analysis

University of Ghent, Belgium

2015 -- 2016

B.S in International Economic Relations

University of Economic& Law, Vietnam

2005 – 2009

AWARDS

- Full scholarship from Erasmus Teaching Mobility program in Cracow University of Economics Poland in 2018
- Full scholarship from Belgian government for master course in 2015
- Eiffel Excellence Scholarship in 2015

EXPERTISE & SKILLS

Customer behavior research	●●●●●
Quantitative research	●●●●○
Teamwork	●●●●●
Project management	●●●●○
Motivator/ leader	●●●●○

LANGUAGES

Vietnamese	●●●●●
English	●●●●○