



PHẠM THỊ HOÀN

Business Analyst Intern

PERSONAL INFORMATION

- 28/03/2003
- 0335760670
- pthoan283@gmail.com
- Cau Giay, Ha Noi

EDUCATION

2021 - Present

UNIVERSITY OF TRANSPORT AND COMMUNICATIONS

- Major: Business Administration
- GPA: 3.66/4.0 and 8.66/10.0

TECHNICAL SKILLS

- SQL: Proficient in writing basic queries, using JOIN, GROUP BY, and HAVING to extract and aggregate data
- Business Process Modeling: Skilled in BCCM, User Story, and BPMN for business process visualization and analysis.
- Software Development Methodologies: Well-versed in Waterfall, Agile, and Scrum models in projects.
- Foreign Language: IELTS 6.0 (English)
- Prototyping & Wireframing: Basic proficiency in Figma, Draw.io for mockups and flowcharts.
- Project Management Tools: Used Trello to organize and track tasks efficiently.

SOFT SKILLS

- Communication & Collaboration
- Competitor & Market Research
- Documentation & Reporting

ACTIVITIES

- TOP 30 Marketing On Air 2022
- The Encouragement Prize - Startup Idea Contest by Tuổi Trẻ Newspaper in 2022.

EXPERIENCE

Marketing Ads Intern

10/2024-02/2025

HEBELA INVESTMENT AND TECHNOLOGY JOINT STOCK COMPANY

- Conducted market research, analyzed current trends and created content for social media platform including Facebook
- Achieved the monthly KPI target of 150 million VND during the internship. within a 2-month period.
- Managed and optimized ad performance using analytics tools, improving conversion rates.

Freelance Market Research Data Validator

9/2024- 1/2025

VI NA MARKET RESEARCH AND CONSULTING JOINT STOCK COMPANY

- Reviewed and validated market research data, ensuring accuracy and reliability.
- Identified survey errors and inconsistencies, improving data quality control processes.

Marketing Intern

3/2024- 9/2024

VIETNAM INDUSTRY RESEARCH AND CONSULTANCY

- Produce an average of 4 SEO-optimized articles per week on website.
- Utilize Google Trends and Google Analytics to analyze competitors' articles, providing insights to refine the company's strategy.
- Design thumbnails and posters for social media by using Adobe Photoshop and Canva.
- Collaborate with other teams in organizing internal events.

SOCIAL ACTIVITIES

Club of Future Businessman

10/2020- Present

LEADER OF THE ORGANIZING COMMITTEE

- Build event timelines and MC scripts.
- Set up internal activities, and club meetings, ensuring at least 1 session each month.

Youth Opportunities

8/2022 - 9/2022

MEDIA CONTRIBUTOR

- Assisted in building outlines and writing content for social media posts.
- Promoted projects via media support channels.

CERTIFICATE & COURSE

- Business Analysis Foundation - Hai Lúa học Business Analysis
- Project Management Certification