

**Do
Kim Tien Thao**

Dear Human Resource Department!

Thank you for your consideration of my resume and application for this position with your organization. I believe that you will discover that my extensive industry knowledge, experience, personality and work ethic will be well suited to the position you have available.

I had finished my four-year Advance Diploma in Singapore; and 8 years' experience working. I would like to be considered for a full-time position, I believe being able to work for your company will help me gain great real-life experience to support me academically and personally.

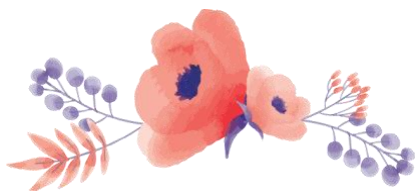
I've spent the past four years as providing educational consultation to various schools and programs across the nation. In my current role as an independent education consultant I work with schools institutions and educational programs to develop curriculum troubleshoot current shortcomings and address personnel issues. I possess expertise in education along with excellent management skills. In addition conflict resolution is a strength I possess and I often able to discover ways to encourage key players to work together. My strong educational foundation along with my creative ingenuity make me a front runner to fill your district's need for an education consultant. I have helped schools to optimize their strengths while finding ways to work around obstacles.

My understanding and adeptness to aid and provide efficient service to customers will serve your companies goals. Moreover, my bilingual skills, life experiences and studies abroad in Singapore have given me the practical know-how, which would be a great asset.

I am looking forward to expanding my experiences and encountering new growth and potential possibilities, which I believe your company, can afford me. I believe these experiences have made me a strong leader, people developer, motivator, and Partner.

As my resume indicates, my background includes my work experience in various Sales & Marketing, Team Leader Education Consultant, and Servicing roles. My university experience in Singapore has given me broad exposure to many cultures and living abroad has taught me independence and hard working. Moreover, being trained and working in various companies from F&B department to Tourism Industry also contributed a lot to my technical skills. Believe that these additional human and personal skills would bring value to your company. I am flexible with any time schedule and location. I'm confident that I can assist your academic community come together to create common goals and strategize for ways to accomplish them. If you're searching for an educational expert with the energy and ability to direct change I'm your candidate. I hope we can meet to discuss my qualifications to be your education consultant and I welcome you to contact me soon. Thank you for your time; I sincerely look forward to hearing from you.

Thank you for taking the time to review the attached resume and considering me for this position. I am looking forward to hearing from you for a chance to discuss the opportunities in person.



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Summary

- ◆ Experienced in Education and Training, Education Counselor and Admission Team Leader, Academic Program Advisor, Best Seller
- ◆ Action-oriented with strong ability to communicate effectively with technology, executive, and business audiences.
- ◆ Customer service and sales expert who identifies customer needs and delivers solutions to problems.
- ◆ Talented Customer Service Associate skilled at balancing customer needs and company demands.
- ◆ Effectively builds loyalty and long-term relationships with customers while achieving all individual sales goals
- ◆ Experienced in advice & consultant Education & Luxury Product. Best seller award for the last 3 year previous
- ◆ Staffing, Planning, People Management, Managing, Profitability, Promoting Process,
- ◆ Improvement, Financial Planning and Strategy, Strategic Planning, Dealing with complexity, analyzing information, vision, performance management.
- ◆ Planning, forecasting and analyzing Market demand and student Trends.
- ◆ Presentation, Marketing of promotional materials, advertisements, campaigns, conducting and participating in exhibitions, college presentations and provide reports.
- ◆ Provide weekly progress reports on student counseling, enquiry follow-ups, and application filing and student responses.

Experience

December 2020 until now

Recruitment & Admissions Coordinator, • Asia

Regional • London International Academy, Ontario – Canada

- Create and implement recruitment plan for recruitment of students outside Asia market.
- Execute a promotional recruitment travel schedule – travel on behalf of LIA at fairs/roadshows, and agencies
- Follow up with incoming student applicants and assist with admissions process
- Continuous communication with existing agents and create long term relationships
- Create and implement the marketing plan (branding) to include support of advertising locally and internationally

- Help update, design and develop marketing promotional materials via print & online
- Create strong and engaging social media presence that is updated frequently
- To support all visiting delegations throughout all avenues of the school
- Sign agent agreements, agent certificates and friendship schools, and other agreements related to international marketing and recruitment

February 2018 – November 2020

Marketing Manager, • School Representative – Viet Nam • Western Town College, Toronto – Canada

- Develop strong and positive relationships with agents in Vietnam
- Ensure that agents are knowledgeable about school
- Promote programs and services school with agents and represent our school at Education fairs
- Report and communicate monthly to the Director of International Education. Monthly reports will include all activities with the agents, numbers of inquiries, number of applications and any other related outcomes and follow up activity required by the International Department
- Maintain agencies' contact and conduct follow up
- Make a marketing plan and send it to Director

October 2016 – January 2018

Education Consultant • Intergreat Education Group, London United Kingdom.

- Advise international students on university opportunities in the UK
- Advise international students on application and visa procedures
- Market and promote educational institutions represented by the company to students
- Maintain accurate ledger of student details and applications in CRM system
- Liaise with university students, other offices and client institutions
- Create and build relationships with university students
- Create personal marketing strategies to engage clients
- Engage clients with software such as wechat and weibo
- Complete accurate administrative tasks for the role

April 2014 To October 2016

Education Counsellor Senior – • UK, Canada, USA Team • TMS Education Group - Centerpoint Le Van Luong, Thanh Xuan, Ha Noi.

- Have excellent knowledge in terms of product and functional knowledge
- Give counselling to customers in person, on phone and by email
- Complete school application and visa application
- Liaise with overseas schools on student application and issues

- Make sure the student folder filed with appropriate and enough documents
- Handle customer issues; get support from superiors if necessary
- Conduct visa training and program orientation
- Follow up student study pathway with schools
- Conduct customer service after sales: build up supporter network and strengthen relationship with students
- Be interpreter for department seminars & support school partners at fairs
- Get to know and update overseas study market, competitors and other related education organizations frequently
- Attend training workshops, exhibitions, fairs and relevant events
- Be leaders for summer course program
- Make sure the working area neat and tidy
- Initiate, organize successfully participate in university / college / academy spot admissions and provide report on each university / college / academy visits.
- Counsel students regarding educational issues such as course and program selection, class scheduling, batch adjustment, absenteeism, study habits, and career planning.
- Counsel individuals to help them understand and overcome personal, social, or behavioral problems affecting their educational or vocational situations.
- Prepare students for later educational experiences by encouraging them to explore learning opportunities and to persevere with challenging tasks.
- Provide students with information on such topics as programs, admission requirements, financial aid opportunities, training and trade.

September, 2013 to April, 2014

Education Counselor – • Singapore, Switzeland, Australia, Newzealand Team • Duc Anh A & T Edu Connect Company, 54-56 Tue Tinh, Hai Ba Trung, Ha Noi, Viet Nam

- Counseling prospective students and parents of study overseas: country/ university/ courses/ entry requirements/ application procedures/ visa application and associated issues
- Contracting students and process application for school admission/ visa application/ accommodation and travel arrangements/ other related issues
- Maintaining relationship/ support to students while they are studying overseas
- Liaisoning with local and overseas business partners of related issues
- Other duties as assigned by management board

September, 2012 to September, 2013

International Admission • Team Leader • Citysmart Hotel Management Education – 162a Hoang Hoa Tham, Ba Dinh Ha Noi, Viet Nam

- Co-ordinate activities such as open house, education fairs, workshops and recruiting potential students through one-to-one consultation and presentation
- Course Consultation to potential students by understanding their interest and recommend the suitable programme to them
- Plan School talks and campaigns in government schools and private institutions, locally and in overseas
- Administer and follow up with students' enrollment and ensure timely tuition fees payment
- Attend to enquiries through phone, email and walk-in appointments
- Ensure proper management of enquiry database• Telemarketing and follow up on potential students for registration of programme
- Achieve quarterly targets set by management and generate ideas for more sales

Education

1. Raffles University, Singapore.

Bachelor in Marketing Management. 2009 - 2012

Advance Diploma – Hospitality & Tourism

Management. 2009 - 2012

- Coursework in Sales & Marketing.
- Coursework in Hospitality and Tourism Management Lean.
- Human Resources Management.
- Asset Protection and Tax Strategies.
- Travel and Tourism International Studies course.
- Selling Skills and Techniques and Consultative Selling.
- Communications, English and Journalism course.
- Business, Marketing and Communications.
- English Grammar, Linguistics and Language Development.
- Accounting, Financial Management and Event Planning
- Online and Social Media Marketing.
- Travel Destination course.
- Principle of Economic.
- Principle of Marketing
- Customer Relationship Management.
- Apply Research
- Visitor Attractions.
- Introduction into Hospitality Industry.
- MICE Meeting, Incentives, Conferencing, Event.
- Management Organization Behavior.
- Advance Diploma in Business Management.

2. HIBS Highschool, 2007-2009

Horizon International Bilingual School – Ha Noi, Vietnam

- ♦ International Bilingual Highschool Program
- ♦ English as Secondary Language

Languages

- ◆ Fluent in English (Advance level)
- ◆ Spoken Chinese-Mandarin (Elementary Level)
- ◆ Turkish: Elementary Level

Highlights


- ◆ Good Organization skills and leadership skills and attention to detail.
- ◆ A “Can do approach” to work and a strong sense of commitment towards work.
- ◆ A good understanding of the Hospitality Industry and a sound knowledge about Programs offered by UEI Global is essential.
- ◆ Good communication skills and command of spoken and written English.
- ◆ Very pleasing and friendly personality.
- ◆ Attitude of counsel and advice.
- ◆ Ability to communicate effectively with colleagues, students and other members of the Public of all age groups and social backgrounds.
- ◆ Constant updating of information relating to Education etc.,
- ◆ Willingness to work long hours and unsociable hours whenever necessary
- ◆ Marketing and advertising, Cash handling expertise
- ◆ Sales reports and correspondence, Conflict resolution
- ◆ VIP services specialist, Travel agency experience
- ◆ Sales experience, Relationship-building
- ◆ Staff motivation and training, Accomplishment
- ◆ Answered telephone calls and responded to inquiries.

Skill

- ◆ Business Communication, negotiation, presentation skills
- ◆ MS Office: Computer Proficient (Microsoft Word, Excel and PowerPoint)
- ◆ Ability to work under pressure and meet tight deadlines
- ◆ Have a high sense of responsibility
- ◆ Guest Services
- ◆ Be willing to work at weekends due to urgent tasks
- ◆ Education Consultant, Admission officer
- ◆ Sales and marketing skill
- ◆ Event Operation skill
- ◆ Knowledge about Wine and Spirit
- ◆ Strong communicator
- ◆ Negotiate with customer
- ◆ Convince customer in a good way
- ◆ Be able to be a Bartender, knowing more than 30 cocktail recipes

Communication Skill

1. Writing: Report, email, contents, article....
2. Speaking: confidence in person and group

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3. Presenting: holding meeting with the public demand, strong presentation abilities.
 4. Listening: active listener
 5. Negotiating
 6. Team building
 7. Providing or accepting feedback
 8. Motivation
 9. Honesty
 10. Empathy

Leadership

- ◆ Organisation.
- ◆ Problem Solving.
- ◆ Coaching & Mentoring.
- ◆ Delegation.
- ◆ Relationship Building.
- ◆ Motivation.
- ◆ Adaptability.

References

[Available upon request.]

Thanks for considering my profile!

