

LE QUANG BAO

INTERNATIONAL BUSINESS JUNIOR

As a dynamic final year student at ISB, I thrive in an intellectually demanding environment with constant competition. I embody the true spirit of an ENFP—infusing zeal, creativity, and adaptability into each endeavor. Rooted in a passion for Marketing, I aspire to fuse academic acuity with real-world insights and apply it into Trade Marketing game.



 [lequangbaowork](#)

 [quangbaonetworks](#)

 [MY PORTFOLIO](#)

 [0345425053](#)

AWARDS

12/2022

WINNER OF SEA TO SEA 2022 – ARTIFICIAL INTELLIGENCE

Integrate AI-powered solutions into a flower-selling program for the Potico brand.

06/2023

TOP 10 OF CMO THINK AND ACTION 2023 – MENTOS

Break the nap and ready to say Yes with Mentos besides 400 submissions nationwide.

09/2023

TOP 30 UNILEVER FUTURE LEADERS' LEAGUE 2023 – KNORR

Convey Vietnamese mother's loving message through every meal with Knorr fish sauce.

EDUCATION

2021 – 2025

UEH-INTERNATIONAL SCHOOL OF BUSINESS

Bachelor of International Business

1/2021

IELTS 7.0 OVERALL

(R:7 – L:7.5 – S:6.5 – W:6)

EXPERIENCE

6/2024 – NOW

THIEN LONG GROUP

Trade Marketing Intern – General Trade

- Support in monitoring activities and compiling progress reports on the implementation of 4 Trade Marketing programs.
- Support in resolving issues and addressing questions from salesmen regarding the programs.
- Collect feedback from customers in 3 regions related to the programs.
- Collect and report competitor information periodically (products, prices, promotional programs).

11/2023 – 1/2024

INTERCONTINENTAL FINTECH VIETNAM

Digital Marketing Intern

- Start building and growing 1,000+ organic followers within 2 months.
- Manage and update 3 social media channels: content scheduling, followers engagement, and tracking performance metrics on multi-channel.
- Respond to inquiries and advise 30 customers regarding the company's products.

EXTRA ACTIVITIES

5/2022 – 6/2023

MARGROUP

Communications member – 4 projects – 1000+ interactions

- Writing 2 posts for project to improve youngster mental health – Ngay Mai.
- Designing 2 posts for Welcoming new students program.
- Sending mails offering media support and media sponsorship.
- Event support for check-in and coordinate attendees.

3/2023 – 6/2024

L.O.M CLUB – ISB

Tiktok Managing – 300+ followers, 23000+ views and interactions

- Compile TikTok trends and brainstorm ideas for remakes
- Manage human resources and allocate tasks appropriately
- Edit video through Capcut