



**LE KHANH PHUONG**

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## WORK EXPERIENCE

**Korea Trade- Investment Promotion Agency (KOTRA Hanoi)**

**Oct. 2017 – Jun. 2024**

*Assistant Manager in Marketing Department*

*Oct. 2017 - Mar. 2020*

- Organize exhibitions and business delegations: Study products of Korean companies, research the market, build buyer database, work with buyers, arrange B2B meetings and follow up the meetings.
- Guide Vietnamese buyers to join exhibition in Korea and meet with Korean companies.
- Support to find equivalent Korean suppliers following the demand of Vietnamese buyers.
- Do the reports on the Vietnam market, find and make potential buyers' profiles.
- Other administrative tasks: recruit temporary staff, prepare documents for events and documents for office work.

*Assistant Manager in Vietnam Business Cooperation Center*

*Mar. 2020 - Jun. 2024*

- Organize annual event “Meet Korea” in collaboration with Ministry of Foreign Affairs, Embassy of the Republic of Korea in Viet Nam and provincial governments: Meet Korea in Hanoi (2020), Thanh Hoa (2022), Binh Dinh (2022), Bac Ninh (2023), Binh Duong (2024).
- Coordinate with provincial governments to organize seminars in which Korean companies can meet with provincial leaders.
- Do the works related to CSR: publish report and organize ESG seminar, publish report on OCOP products of Vietnam, coordinate with Korean companies to support OCOP products, organize CSR coaching seminar for Korean companies.
- Do research related to FDI of the countries in Vietnam, FDI in some specific provinces, eLearning, offshore wind energy, semiconductor, supporting industry, Vietnam politics, etc.
- Organize business networking between Korean companies and Japanese companies, Korean companies and Taiwanese companies.
- Have experience working with Government offices including Ministry of Foreign Affairs, Ministry of Planning & Investment, Ministry of Industry and Trade, and Office of the Government.
- Have experience working with Korean organizations (Korean Embassy, KOCHAM, KCCI, KOICA), foreign organizations (JCCI, JETRO, TAITRA), Vietnamese organizations (NIC, VCCI, VASI, VUFO).
- Have experience working with press agencies.

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## EDUCATION

**Foreign Trade University**

*Graduation Aug, 2018*

*Bachelor (very good level), International Economics*

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## SKILLS & CERTICATES

- Language skills: TOEIC 900 (2015) & working by English for near 7 years, TOPIK II (2016)
  - Working skills: Event production, government affairs, market research, marketing & sales, administrative tasks, multi tasks solving, English and Vietnamese translation
  - Microsoft office
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## REFERENCES

1. Ms. Lee Yeonju, Director of Vietnam Business Cooperation Center, Korea Trade- Investment Promotion Agency, [Julee@kotra.or.kr](mailto:Julee@kotra.or.kr)
2. Mr. Ku Jaseung, Marketing Manager, Korea Trade- Investment Promotion Agency, [kujs99@gmail.com](mailto:kujs99@gmail.com)
3. Ms. Tran Hai Yen, General Manager, Korea Trade- Investment Promotion Agency, [yenhaitranvn@gmail.com](mailto:yenhaitranvn@gmail.com), 0904 349 943