

Curriculum Vitae

1. Personal particulars:

Full name: KatieThy Thy Tran

Birthdate: 20 June, 1985

2. Education and professional qualifications:

*In Italy:

| Name of schools/courses | Qualifications | Years attained |
|---|---|----------------|
| University of Ferrara (Italia) | Master Degree of Foreign Languages and Literatures | 2018-present |
| University of Ferrara (Italia) | Bachelor Degree of Modern Languages and Literatures | 2015-present |
| CELI preparation courses (Certificazione di lingua italiana dell'università di Perugia) | Italian language certificate (level: Upper Intermediate B1, B2) | 2008-2010 |

*In Vietnam:

| | | |
|---|--|----------------------------|
| HUFLIT-Ho Chi Minh City University of Foreign Language and IT | Bachelor Degree of Business Administration | 2003-2007 |
| Branding Course | AIM Marketing Institute | May, 2007 – December, 2007 |

3. Experiences:

a. M-Brain - Global Information Technology Consulting Services Company (Base: Germany)

Address: Dorotheenstrasse 1, 45130 Essen, Germany

Position: Freelance Marketing Consultant (qualitative and quantitative research)

Duty: Conducting researches via retrieving online/ offline information. Analyzing primary data via transcripts and voice records of in-depth interviews

- Secondary researching and supporting teams to analyze and write reports by conducting desk research; selecting information; briefing results; skimming transcript of group discussions, in-depth interviews, observing video clips of store visits.
- Analyzing markets, SWOT of marketing strategies in Europe, Asia Pacific, America and other countries. Writing reports in English.
- Co-working online with different European colleagues, namely, German, Canadian, English, French and Turkish
- Co-working with different international Market Intelligence Agencies to obtain primary data, in-depth interviews or group discussion
- Reviewing reports

Previous projects:

- European project for KUKA robotic company in 2019
- European project for Office Depot – arranging 7 day workshop and one deep-dive case study in 2019
- European project for Expert Market – B2B online agency in 2019
- Global project for S&P – Due diligence, project finance, credit rating for infrastructure in 2019
- European project for Berner - construction materials in 2019
- European project for Obsoletely Agency - Obsolescence Management in 2019
- Global project - Competitor monitor for UBS in 2016, 2017, 2018
- Global project for Swarovski 2018 o Event assessment for UBS 2018
- European project - Market assessment for XCMG 2018 o Drug store assessment for Unilever 2017
- Super food market assessment in Vietnam 2017
- Soy drink market in Vietnam 2017
- Private Banking analysis in Italy, Taiwan 2016
- Time: 1 June 2016 – Present

b. CHANGING THE (CULTURAL) CLIMATE WITH ECOCRITICISM AND ECOLINGUISTICS INTERNATIONAL WORKSHOP

Location: Ferrara, Italy

Position: Organizational team member

Duty: Working in team with professors and PhD students to organize logistics; create discussions, activities; invite keynote speakers.

Time: Feb 2020 – June 2020

c. Erasmus Plus – New Faces – European program with of more than 60 audiences from 9 European universities

Location: Porto - Portugal

Position: participant of 2 seminars conducted by European professors
host of presentation and discussion session in the conference

Duty: Intensive program including attending different seminars and cultural activities.
Conducting 2 presentations on Shakespeare and censorship from Victorian time to

present. Completing online assignments which include making presentation videos; working with Italian team to create posters and introduction movie; writing 2 abstracts and 1 research essay.

Time: Jan 2019 – July 2019

d. University of Ferrara – International Office (Ufficio internazionalizzazione)

Address: Poloscientifico Tecnologico, Via Saragat, 1 – Blocco B – III Piano

Position: University tutor

Duty: Negotiating and preparing contracts between University of Ferrara and European/worldwide universities; contacting with partner universities to arrange paperwork for students/researchers and professors exchange programs; protocolling papers.

Time: May 2019 – present

e. University of Ferrara - Certificate Office (Ufficio di Uscite)

Address: Poloscientifico Tecnologico, Via Saragat, 1 – Blocco B – III Piano

Position: Intern

Duty: Issuing certificates, diploma, supplement diploma, translating study programs from Italian to English, arranging certificate printing, arranging front office to receive students' requests, controlling supplement diploma.

Time: December 2018 – May 2019

f. Mintel Ltd.

Address: 11 Pilgrim Street, London, UK. EC4V 6RN

Position: Market consultant

Duty: assisting Singaporean team to search information for Vietnam market in Vietnamese; analyzing and writing report of German market via desk research and internal materials including consumer's footage video clips and pictures.

Time: 2017 - 2018

g. The Nielsen Company

Address: 143-143B Hoang Van Thu Str. Tan Binh Dist. HCMC Vietnam

Position: Qualitative researcher client service executive

Duty: Planning timeline for projects, moderation (In-home-visit; in-depth-interview; group-discussion; and ethnography), analyzing and writing report

Clients: Unilever (more than 7 brands); BP; Mobifone (The biggest local communication network company); Honda, Etc.

Time: 2008 – 2009

h. University Theatre of Ferrara City

Address: Via Paradiso, 12, 44121 Ferrara, Italia

Position: Administrator

Duty: taking care of the operation and activities of the theatre including financing, planning, assisting professors, theatre directors

Time: 2018 - present

- i. **New World Hotel (Marriott)**
Address: 74 Le Lai, District 1, HCMC, Vietnam.
Position: Guest Service Agent/Receptionist
Duty: check-in and check-out VIPs, solving and report complaints, assists guests and VIPs to make sure customers have a comfortable stay
Time: 1 January, 2007 to 6 April, 2008
 - j. **Intel Products Vietnam Ltd.**
Address: Saigon Trade Center, Level 30, 37 Ton Duc Thang Dist. 1, Ho Chi Minh City, Vietnam.
Position: Indirect material Intern
- **Projects:**
 - 1. **Supplier Day event – whole day event**
Duty: coordinate with the Public Affair Company, control the schedule, prepare documents, translation, logistic, take care of invitation letter, coordinate with suppliers, database, event set up.
Number of Participants: 500 pax
Participants: all the Intel Managers, Intel Suppliers and Potential Suppliers around the world.
Duration: 16 August, 2006 to 16 October, 2006
 - 2. **Document Control:**
Duty: understand the process of document control (soft copies and hard copies), confidentiality standard, arrange and set up documents.
Department: Construction
Duration: 20 October, 2006 to 31 October, 2006
 - 3. **Helmet Campaign:**
Duty: coordinate with the team to create the activities and fulfill tasks, create logos, making survey, collect database, coordinate with other companies who had the same program, coordinate with Helmet Suppliers.
Department: EHS (Environment, Health and Safety)
Duration: 15 October, 2006 to 15 December, 2006
 - 4. **Translation/Interpreting:**
Duty: interpret Intel documents, translate (online and offline) in meetings.
Duration: 16 August, 2006 to 31 December, 2006

Time: 16 August, 2006 to 31 December, 2006
 - k. **Sheraton Saigon Hotel and Tower**
Address: 88 Dong Khoi, Ho Chi Minh City, Vietnam.
Position: Hostess, Waitress.
Duty: Take and confirm bookings (telephone, mail and fax), take care of paperwork,

welcome and farewell guests, make menu for groups, contact with travel agencies, serve food, drink, and make some basic drinks.

Time: 5 May, 2005 to 30 August, 2006

4. Linguistics ability:

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|--------------------|------------------|--|
| Written and Spoken | English, Italian | Advanced level |
| Written and Spoken | Spanish | Able to conduct desk research and analyze Spanish data |
| Written and Spoken | Vietnamese | Mother tongue |

5. Other skills:

Typing: 90w/m

Computer software: Word, Excel, Power Point, Outlook

People skill: Web searching skill, analytical, skill, communication, negotiation, problem solving, team work

Supervision skill: planning

6. References:

- a. Van Tran – Senior consultant
Company: M-brain (Germany)
Phone number: +49 152 34354246
- b. Theonil Lugo
Company: University of Ferrara – International Office
Phone number: + 39-0532-/293216/293495/293533/293497
- c. Nguyen Thi Thu Huong-Client service-Senior Manager
Company: The Nielsen Company
Phone number: +84 (0) 902 104 545
- d. Keith A. Uota-Construction Contract Manager
Company: Intel Products Vietnam
Phone number: +84 (0) 903 026 883
- e. Ngo Chi Dung-Construction Contract Specialist
Company: Intel Products Vietnam
Phone number: +84 (0) 913 641 784
- f. Tran Ngoc Hoan-F&B Supervisor
Company: Sheraton Saigon Hotel and Tower
Phone number: +84 (0) 903 809 975