

# Maxine Le

• HCMC • [letrantonu@gmail.com](mailto:letrantonu@gmail.com) • + 84 909724996

## Professional Summary

Details-oriented, dedicated and adaptive. 3 years experience in the Cloud and Datacenter industry. Strong skillset in event planning, project management, budget control, vendor liaison and stakeholder communication. I specialize in managing exhibition and conference, site tours, private briefings and other high-level business functions on a global scale.

I take pride and happiness in my work and believe that I am reflected through the value of my creation.

## Education

### RMIT UNIVERSITY

Professional Communications, Graduated with Distinction

Vietnam - Melbourne

2021

Short-film Project featured in [School Showcase 2020: impact](#)

### TRUNG HOC THUC HANH DHSP HIGH SCHOOL

Graduated top of English-specialized class

Vietnam

2018

## Work Experience

### W.MEDIA - APAC Datacenter News and Cloud Publisher, Community Hub

#### Assistant Event Operations Manager

HCMC, Vietnam

April 2022 – Current

- Event project lead for South East Asia region (Vietnam, Indonesia, Singapore, Thailand, Malaysia, Philippines, Batam, Johor and other special projects).
- Event type: exhibition, conference, private meetings, businesss luncheon, site tours, MOU ceremony,..
- Successfully organized 5 big scale conference and exhibition events annually back to back with **500 - 2500 participants, 10-50 booths** each event and various minor activities.
- Be the single point of contact to connect external stakeholders (speakers, sponsors, participants) with the internal team (operations, sales, conference producers, marketing, finance..) and ensure clear communication for all parties involved.
- Managing over **USD250k** in budget allocation and ensuring all events spend remain within the approved amount with maximum value.
- Personally managing **50+ event sponsors** each event and ensuring customer happiness & satisfaction.
- Working with media partners, contractor, organization, and government representatives to facilitate events.
- Support in rebooking efforts, feedback sessions with C-level clients and produce Post-event Report.
- Proposing and signing partnership and multiple year deals with official contractors and venues.
- Team & Event process management for 20+ internal members traveling onsite.
- Team lead and training for 2 junior members.

#### Main Responsibilities

- Venue, vendor sourcing & management
- Floorplan Planning
- Budget management
- Client liaison
- Event rundown planning & on-site execution
- Hospitality lounge management

### VDAS - Vietnam Design Association

#### Event Marketing Specialist

HCMC, Vietnam

Nov 2021 – March 2022

- Organized store pop-up event, business conference, and VMARK Vietnam Design Award & Week with **500+** participants.

- Provided customer service to participants, event sponsors and ensure all process of registration, onboarding, post event are well-managed.
- Sourcing, negotiation and management of construction and service vendors onsite.
- Event planning, set design and media production (online and printed products).
- Assisted in marketing planning and manage PR budget.
- Worked with 10+ media partners to ensure customer satisfaction and guarantee deliverables as per media barter deals.
- Proposed creative ideas in terms of event promotion and practical design with the aim to build the design community in Vietnam and connect with partners globally.

### **Leadership and Extracurricular Activities**

- IELTS certificate - 8.0 2018
- Municipal English Excellence Contest - First Prize 2018
- Event Coordinator - THTH English Club 2017
- Public Relations Department Vice President - The People NPO 2016
- Provincial English Excellence Contest 2015

### **Skills & Interests**

**Soft Skills:** Problem-solving, Teamwork & Collaboration, Multi-tasking, Communication, Time Management

**Professional Tools:** Audio-visual production: Adobe Photoshop, Illustrator, Premiere, Lightroom, Figma; Google Suites; Microsoft Office; EDM system (Mailchimp).

**Interests:** Media productions, Films, Games, Soccer

### **Other portfolio**

- [LinkedIn](#)
- [Online Portfolio](#)
- [Youtube channel](#) (20k views in video essays production)