



Angie le

Sales Executive Specialist

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Languages

Vietnamese (Native)

English (Fluent)

About

Experienced in luxury customer service and sales, I excel in personalised communication and upselling. Skilled at adapting to fast-paced retail settings, enhancing customer satisfaction and revenue while ensuring exceptional guest experiences through teamwork and high-level service.

BRANDS WORKED WITH

Maldron Hotels & Partners

Sky Bar and Restaurant NEC

SVUK Non-profit Organisation

Cha La Healthy Vegan Restaurant

Time Universal Digital Marketing Agency

JW Marriott Hanoi

Tunia Healthy Food

Experience

● Guest Experience Associate

Maldron Hotels & Partners | Jun 2024 - Now

Utilised strong communication and interpersonal skills in fast-paced environment to handle approximately 100 guest inquiries daily, ensuring positive feedback. Resolved 20+ guest complaints, significantly enhancing customer satisfaction and brand reputation. Provided high-level service and upselling techniques, resulting in a 20% increase in revenue from the restaurant and bar.

● Restaurant Team Member

Sky Bar and Restaurant NEC | Dec 2023 - Apr 2024

Thrived in fast-paced environments, consistently delivering high-quality service under pressure while maintaining a calm and efficient demeanour, contributed to achieving a 15% increase in customer satisfaction scores. Coordinated with colleagues to maintain smooth operations, creating a positive workspace for a team of 10. Executed cash handling with 100% accuracy, managing transactions and ensuring financial integrity.

● Social Media Marketing Specialist

SVUK Non-profit Organisation | Sep 2023 - Now

Managed the organisation and execution of four large-scale events throughout the year, focusing on maximising engagement and reach among young audiences, resulting in an organic reach of over 160,000. Enhanced diplomatic and corporate relations impacting over 13 key partnerships, contributed in generating over £15,000 sponsorships. Developed communication plan throughout the year, attracting over 300 attendees per event.

● Founder

Cha La Healthy Vegan Restaurant | Oct 2022 - Now

Established a sustainable brand by aligning business processes and products with societal values, ensuring consistent brand integrity and quality, resulting in a 25% annual increase in customer loyalty. Achieved a 10% annual growth in profit through cost-effective operational strategies. Researched updated of industry news, trends, and competitor activities to adapt marketing strategies and share relevant insights with the team for informed decision-making. Empowered a team to achieve standard compliance through effective leadership and targeted training. Sustained 100% operational continuity, managing daily updates across PMS, HRM, and CRM systems remotely.

● Content Creator Intern

Time Universal Digital Marketing Agency | Jun 2022 - Aug 2022

Received project briefs from the account team to conduct comprehensive market research and analyse company profiles. Collaborated with the content team to develop strategic campaign proposals for major Vietnamese companies, including Hospital Français de Hanoi (HFH), Vinhomes Grand Park The Beverly Real Estate, Vieclam24H, and the IM-MERGERS platform, resulting in 100% successful campaign pitches within the real estate, tech start-up, and healthcare sectors.

- **Executive Lounge & Sales Intern**

JW Marriott Hanoi | Mar 2022 - Mar 2023

Implemented personalised communication strategies, leading to a 15% increase in extended guest stays through effective upselling techniques. Maintained the lounge's visual merchandising and product display at the highest standard. Delivered exceptional customer service to high-class guests in the Executive Lounge, resulting in a 5% increase in positive guest feedback scores and a 10% rise in customer retention.

WORK EXPERIENCE

- **Freelance Digital Marketing**

Tunia Healthy Food | Mar 2022 - Mar 2023

Introduced a customer feedback loop through post-purchase surveys, leading to actionable insights that improved the e-retail service process and increased overall customer satisfaction by 20%. Implemented a personalised email marketing campaign that achieved a 25% increase in e-retail revenue. Developed a one-year social marketing strategy for TikTok, Facebook, and Instagram, achieving 11K followers and reaching 50K accounts within three months. Expanded brand recognition by 25% through strategic collaborations with Key Opinion Leaders (KOLs).

Education & Training

2023 - 2024

- **University College Birmingham**

INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT BA
Top-up,

2020 - 2023

- **VinUniversity**

Bachelor of Science,