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## LANGUAGE

**English:** Effective working communication  
**Chinese:** Basic phrases

## CERTIFICATION

CANADA ILAC 3.3  
05/2024

## SKILL

### Professional Skills:

- Digital Marketing & Account Management
- Campaign Optimization & CRM Systems
- AI-driven Workflows & Prompt Engineering

### Soft Skills:

- Leadership & Team Management
- Cross-functional Collaboration
- Problem-solving & Adaptability

# CAO THU THAO

Dedicated and result-oriented Account Specialist and Sales Team Leader with over 5 years of experience across Insurance, EdTech, and Digital Advertising industries. Proven track record as a Top 5% Performer in Bangkok, specializing in managing and growing business portfolios for the Vietnamese market. Strong expertise in high-volume customer care, campaign consultation, and team leadership, consistently delivering high client satisfaction and meeting revenue targets.

## EDUCATION

### QUFU NORMAL UNIVERSITY - 曲阜师范大学

**Chinese Language Scholarship** 04/2024 - 07/2024

- Completed a short-term introductory course focusing on basic Chinese communication and cultural exchange

### PEOPLE'S SECURITY ACADEMY

**Major: Civil Law** 09/2017 - 06/2021

- **Classification:** Good
- **GPA:** 3.06/4.0

## EXPERIENCE

### TDCX THAILAND

**Account Specialist - Vietnam Market** 03/2025 - Now

#### Key Achievements:

- Recognized as a **Top Performer in BKK**, consistently ranking within the **Top 5% elite executives** in a high-velocity team of 30+ members
- Honored with the prestigious **Quality Starlight (BKK) Award** (October 2025) for maintaining the highest standards of consulting excellence and account health
- Two-time winner of the **Top Producer of the Month** award (August & November 2025) for delivering outstanding revenue growth and product adoption
- Key contributor to the team's recognition as **Star Team of the Month** (September 2025) and **Growth Team of the Month** (December 2025)

#### Key Responsibilities:

- **Vietnam Market Account Management:** Directly managed a portfolio of 100+ Vietnamese SMB advertisers per month, supporting them to optimize ad budgets and use platform features effectively
- **Daily Client Consultation:** Communicated daily with Vietnamese businesses via phone, chat, and email to consult on campaign setups, target audience selection, and creative ideas

- **Campaign Troubleshooting & Support:** Handled customer complaints and technical issues, helping clients resolve ad delivery or platform policy restrictions smoothly
- **Performance Monitoring:** Reviewed campaign data and metrics to find growth opportunities, helping Vietnamese advertisers improve their return on investment
- **System Adaptability:** Quickly learned and adapted to frequent updates in advertising algorithms, tools, and KPI requirements to support clients promptly

## **MINDX TECHNOLOGY SCHOOL**

*Sales Team Leader*

*05/2021 - 08/2024*

**Position: Sales Team Leader**

*08/2022 - 08/2024*

- **Team Leadership & Revenue Driving:** Directly led, mentored, and drove the performance of a **sales team of 5-8 members** across online and offline channels; developed effective team policies to consistently **maintain and achieve an average team revenue of -1 Billion VND per month**
- **CRM & Call Center Operations:** Managed high-volume inbound call traffic and lead distribution via the CRM system; ensured the team consistently achieved customer service targets and call handling quotas
- **Cross-Functional Collaboration:** Partnered closely with Upper Management and key departments (Marketing, IT, Faculty, and Product Managers) to exchange insights, refine educational products, and execute operational solutions
- **Customer Relationship & Conflict Resolution:** Identified client needs to build high-trust relationships through social media; expertly handled complex customer complaints, delivering prompt and effective solutions within strict time limits
- **Event Planning & Budget Management:** Collaborated with organizing committees to define event scopes and formats, establish and monitor budgets, and streamline administrative procedures to ensure flawless execution

**Position: Technology Education Consultant**

*05/2021 - 07/2022*

- **Lead Conversion & Consultative Sales:** Managed and converted incoming leads from Facebook Fanpages and the official website; conducted tailored course consultations via cold calls, messages, and face-to-face meetings to close contracts
- **Student Care & Retention:** Maintained continuous engagement with students before, during, and after courses to deliver exceptional service, driving high customer satisfaction and referrals
- **Data Reporting & Quality Improvement:** Generated weekly performance reports to evaluate sales metrics; participated in regular strategy meetings to resolve existing bottlenecks and upgrade course quality

## MANULIFE VIETNAM LIMITED LIABILITY COMPANY

Unit Manager

09/2019 - 05/2021

**Position: Unit Manager**

03/2020 - 05/2021

- **Leadership & Management:** Promoted within just 6 months of onboarding, becoming the youngest Unit Leader at Manulife Vietnam at the time; directly led, mentored, and drove the performance of a high-achieving sales team
- **Team Development:** Supported onboarding processes, conducted sales training, and actively engaged team members to foster a collaborative, high-energy, and cohesive working environment
- **Strategy Execution:** Efficiently translated regional sales strategies into actionable plans for the team, ensuring smooth operational workflows and high performance

**Position: Insurance Consultant**

09/2019 - 02/2020

- **Top Performance & Awards:** Recognized with the "Pioneer Award" and consistently ranked as a Top Revenue Generator in the region for outstanding sales achievements
- **Client Acquisition & Networking:** Actively searched, expanded, and developed a robust network of potential clients, consistently meeting and exceeding assigned sales targets
- **Consultative Sales & Negotiation:** Conducted direct sales, provided tailored financial and insurance consulting services, and successfully negotiated contracts to align with diverse client needs
- **Relationship Management:** Delivered exceptional customer care, building and maintaining long-term, high-trust relationships with clients to drive retention and referrals