

Thanh Binh (Serene) Vu

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EDUCATION

Georgia Institute of Technology - Hanoi, Vietnam <i>Master of Science in Analytics, 4.0</i>	2025
Foreign Trade University - Hanoi, Vietnam <i>Bachelor of Finance and Banking</i>	2021

WORK EXPERIENCES

Dilen.ai – Worldwide <i>Chief Executive Officer Co-founder</i>	Oct 2024 – Present
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Built Vietnam's first tech education platform, offering online courses in programming and technical English by working with my co-founders in Silicon Valley.

- Pioneered Vietnam's first hands-on tech training platform, delivering high-quality programming courses with built-in coding workspace and practical exercises for real-world skill development
- Spearheaded platform launch reaching 300,000+ potential users through targeted campaigns, securing 1,000+ verified users within first month and first paying customers within 24 hours of launch
- Developed comprehensive market strategy targeting Vietnam's growing tech sector of 500,000+ IT professionals and students, focusing on critical upskilling needs
- Led organic community growth to 50,000+ followers across social platforms, creating engaging tech education content and building active learning communities for aspiring programmers

Artisanix – Hanoi, Vietnam <i>Chief Executive Officer Founder</i>	Sep 2024 – Present
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Led boutique AI consulting and software development firm, delivering high-quality solutions for global enterprise clients across US, Europe, and APAC markets.

- Spearheaded company positioning and market entry strategy, successfully targeting C-level executives in US, Europe, Australia, and Singapore markets
- Established end-to-end project delivery framework handling 6-figure contracts, maintaining 60% profit margin while ensuring exceptional client satisfaction
- Built and managed cross-functional teams across 3+ enterprise projects, focusing on AI integration and digital transformation initiatives after 2 months of launching.

MachinaX – Hanoi, Vietnam <i>Chief Operating Officer Co-founder</i>	Dec 2022 – June 2024
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Led business expansion and strategic partnerships, collaborating with tech teams to deliver customized solutions to clients in Vietnam.

- Developed and monitored both long-term and short-term business plans and the company's general health, resulting in an average 30% month-over-month revenue increase during the first half of 2024.
- Oversaw sourcing, portfolio creation, consultations, proposal preparation, negotiations, closing, upselling, and agreements to secure client deals, resulting in a 60% average net income on all projects.
- Built long-term partnerships with strategically aligned technology firms by working with C-suite to expand the customer base and increase client satisfaction.

- Collaborated closely with partners and in-house delivery team to deliver customized client solutions.

Prep – Hanoi, Vietnam

July 2022 – Oct 2023

Executive Assistant to the CEO

- Executed and monitored new company initiatives under the CEO's direction by aligning internal and external resources for critical projects, such as developing in-house AI/ML teams and revamping the branding team.
- Managed project operations for 3 AI/NLP teams totaling 7 members, including defining objectives, goals, solutions, and ensuring timely delivery; resulting in implementing 7 deep learning models in production.
- Assisted the CEO in establishing objectives, agendas, and fostering cross-departmental collaboration to achieve mutual goals among business and product teams.

FPT Software – Hanoi, Vietnam

Jan 2021 – July 2022

Business Analyst

- Worked in a team to provide consultation, solution, and optimization for a Fortune 500's ERP data system, covering everything from storage to preparing reports.
- Prepared 8 specialized reports using Machine Learning techniques like Decision Trees or ARIMA to predict the company's revenue and accounts receivable.
- Compiled SQL scripts to assist data engineer team in building data pipelines to migrate data to Azure Synapse.

Giaohangtietkiem – Hanoi, Vietnam

June 2019 – April 2020

Data Analyst

- Developed analytical metrics and automated all reports of the Marketing team to evaluate promotion campaigns' effectiveness.
- Forecasted company's sales & revenues using Machine Learning tools such as ARIMA and FB Prophet.
- Queued, wrangled, and analyzed data daily using SQL, Microsoft Excel, and Python to present key insights to C-level executives for decision-making.
- Prepared customer segmentation report using the Recency, Frequency, and Monetary Value (RFM) models to increase customer activation.

LEADERSHIP & ACTIVITIES

AIESEC

Hanoi, Vietnam

Customer Relations & Project Executive

Sep 2018 - Jul 2019

- Developed content plan for an education project promoting Sustainable Development Goal No. 4, targeting over 500 middle school students.
- Ensured a fulfillment rate of over 98% for international volunteers.

Hanoikids Voluntary English Club

Hanoi, Vietnam

Project Leader

Jan 2018 - Dec 2018

- Established recruitment programs to recruit 30 members from a pool of over 600,000 university students in Hanoi.

- Managed a team of 7 people for internal projects with a fulfillment rate of over 95%.

SKILLS

Technical: Python (Intermediate), R (Intermediate), Java (Basic), SQL (Advanced)

Language: Vietnamese (Native), English (Fluent)