LÊ KHÁNH HOÀ (HAILEY)

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SUMMARY OF QUALIFICATIONS

Marketing professional with 7+ years of experience across education technology, AI products and digital communities. Turns complex technical products into clear messages, sales assets and campaigns, with strengths in product storytelling, content strategy, community growth and event communication.

EDUCATION

Foreign Trade University — Hanoi, Vietnam
Master of Business Administration (MBA), in progress — *2026 – Present*

Foreign Trade University — Hanoi, Vietnam
Bachelor of Economics, International Business — *2014 – 2018*

PROFESSIONAL EXPERIENCE

FPT SOFTWARE — BSA / QAI — Hanoi, Vietnam
Marketing Executive, Product Marketing — *2025 – Present*

- Own product communication for AI solutions including QaiDora Vision and QaiDora Mask, translating technical capabilities into customer-facing value propositions and use cases.
- Produce sales enablement and brand assets: pitch decks, brochures, one-pagers, website copy, case stories, demo and booth scripts, and internal communications.
- Partner with Product, Engineering, Sales and UI/UX teams to align messaging, product flows and campaign materials across launch, event and sales touchpoints.
- Led storytelling for QaiDora Vision, recognised at the 2025 Asia-Pacific Stevie and Sao Khue Awards.

FPT SOFTWARE — QUY NHON AI CENTER — Quy Nhon, Vietnam
Marketing & Communications — *2021 – 2025*

- Managed communications for AI initiatives across website, social media, PR, events and community channels, making technical topics accessible to non-technical audiences.
- Directed communications and platform coordination for the Quy Nhon AI Hackathon 2022, a nationwide competition with 250+ teams and a VND 250 million prize pool.
- Translated competition requirements into wireframes and functional flows, then coordinated UI/UX, front-end and back-end teams to deliver the platform used for registration, code submission and scoring.
- Coordinated events, media assets and stakeholder communications under tight deadlines across teams.

FPT SOFTWARE — CODELEARN.IO — Vietnam
Product Marketing Specialist — *2019 – 2021*

- Joined at an early stage and built the content and community ecosystem through website content, social media, tutorials, livestreams, learning activities and events.
- Developed and edited educational content and tutorial videos while managing community-facing communication to improve engagement and retention.
- Organised online and offline contests and community programmes for students and FPT Software audiences, hosting livestreams as needed.
- Contributed to growth of an ecosystem later reported at 1.6K daily active users, 76.3K community members, 104K+ page followers and 500K+ monthly visits.

SELECTED PROJECTS & ACHIEVEMENTS

Quy Nhon AI Hackathon 2022 — Competition Platform & Communications — *2022*

- Owned one of the event's most critical workstreams: converting competition logic into a usable web experience and keeping design and development execution aligned through launch.

Personal Content Project — League of Legends / TFT on TikTok — *Ongoing*

- Grew a gaming content channel from zero to 24K+ followers and 535K+ likes, applying short-form ideation, audience behaviour analysis and platform-native storytelling.

SKILLS, TOOLS & CERTIFICATIONS

Marketing: Product marketing • Content strategy • Brand communication • Copywriting • Community growth • Event marketing • PR and media coordination • Sales enablement • Cross-functional project coordination

Tools: Canva • Notion • CapCut • Meta Business Suite • Claude • ChatGPT • Gemini • Kimi

Certifications: Meta Certified Digital Marketing Associate.

Languages: Vietnamese (native); English (professional working proficiency — IELTS 7.0, TOEIC 945).