

Curriculum Vitae

Picture

Full name

CAREER OBJECTIVE:

SALES/TRADE MARKETING FIELD

PERSONAL DETAIL

Date of birth:

Place of birth:

Address:

Mobile:

Email:

Health:

Marital Status:

SUMMARY OF QUALIFICATIONS

- “**Key Account Management**” by ISM Center
- “**Trade & Shopper Marketing**” by ISM Center
- “**Project Management**” by G&H Training
- “**Building Brand Leadership**” by Institute of Applied Marketing (IAM)
- “**Merchandising**” by GLOBAL TEAM International Marketing Consultant

EDUCATION

- 2004 – 2008
+ Degree: **Bachelor of Economics**.
+ Major : **Marketing Administration** – University of Economics HCMC
- 2009 ToEIC 900
Van Minh Language Centre

RELEVANT EMPLOYMENT

- Nov 2009 – Present: **SAVIET COMPANY**
+ Position: **Sales Manager**
 - Develop Go-to-market plan for GT & MT channels (sales model, distribution model, merchandising strategy, pricing strategy, prioritized portfolio by channel, measurable KPIs ...) base on brand positioning, target audience, adjacency category and shopper behaviour.

- Start-up distributor selection from beginning to the end (screening, evaluates, call bidding, negotiate commercial terms, setting and align KPIs ...)
- Develop and amplify supporting tools for trade: promotion, POSM, sell presenter, handling objection tool, incentive scheme & respective execution guideline.

+ **Key Achievement:**

- **Total turnover of Sunny category in 2010 grow 26% vs last year.**
- **Team Contribution Award for reaching high result vs. target.**

● **March 2008 – Oct 2009: UUC. COMPANY**

+ **Position: Sale Manager**

- Define growth opportunity of Oral Care Category in Vietnam via 4 angles: portfolio, channels, merchandising and promotion with support from internal data and market research data (Retail Audit, Gain & loss, U&A, Shopper behaviour...)
- Propose sales target from building volume forecast with impact of promotion, seasonality and Marketing campaign.
- Manage performance of Oral Care Category: channels conflicts, performance by brand by channels, budget ...
- Develop and deploy supporting tools for trade from understanding retail, shopper and salesmen insight: promotion, POSM, selling tools, handling objection tools, etc. ...
- Partly develop Integrated Category Building Plan with key role of Trade part via 4 steps: Category and Channel Audit, National Category Building plan, Jobs to be Done and Trade Category Plan.

+ **Key Achievement:**

- **Total turnover of Hahah category in 2008 grow 26% vs last year.**
- **Team Contribution Award for reaching high result vs. target.**

OTHER SKILLS

Computing	Soft Skill	Foreign Language	Sale – Marketing knowledge
+ Typing : 60 wpm + Expert in Microsoft Office (Word, Excel, Power Point)	+ Time management + Problem solving + Presentation + Leadership	English: + Communicating: Fluently + Writing : Good	Marketing: + Marketing Foundation + Customer Marketing Foundation. + Integrated Building Plan Sale: + Field Sale Customer Management + Train The Trainer + Sales Fundamental

SOCIAL ACTIVITIES

- 2004 – 2006: **Deputy Secretary of Youth Union in University of Economics HCMC.**
 - **Achievement:** Certificate of Merit of Central Committee of the HCM Communist Youth Union.
- 2004 – 2005: **Team leader of “Green Summer Campaign”.**
 - **Achievement:**

1. Certificate of Merit of HCMC Youth Union.
2. Certificate Excellent Leader of Student Association of HCMC

HOBBIES AND PERSONALITY

- Having inquiring, creative and humorous mind & love to join social activities & community.
- Dynamic, enthusiasm, enterprising and having sense of responsibility & good at leadership and team work.
- Strong analytical thinking.

STRENGTH AND WEAKNESS

- **Strengths:** Good in data screening, opportunity finding and problem solving.
- **Weakness:** Straight forward communication.

REFERENCES
