

# VU TRUONG NGOC VY



## PERSONAL INFORMATION



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## SKILLS SUMMARY

- **Proactively Identifying and Solving Problems in Retail Operations**
- **Strong Communication:** Find suitable cooperation direction, bring benefits to both sides (JCB, VNPAY, MoMo,...)
- **Multi-Project Management:** attended 04 projects in 2024
- **Strong customer orientation:** understanding customer insight to optimize operation
- **Adaptability:** Adapt quickly with many changes or differences in operating between parties

## EDUCATION

UNIVERSITY OF FINANCE - MARKETING

Bachelor's degree in  
Marketing Management (2022)

## CAREER OBJECTIVES

"With experiences in Marketing and Retail Operations, combined with a strong willingness to learn and take action, I am looking forward to contributing my skills and knowledge to a cohesive and collaborative team."

## WORK EXPERIENCES

### PARTNERSHIP MARKETING EXECUTIVE

AEON Vietnam Co., Ltd

Jun 2023 - Present

#### Partnership Management:

- **Develop Cashless promotions:** cooperate with banking/ e-wallet partners to bring more benefits, more convenient & faster payment for customers  
*Cashless payment reached 178% KPI for e-wallets and 190% KPI for card payment*
- **Negotiating Sponsorship Packages:** planning - executing promotional campaigns and securing brand sponsorships for event, ensuring mutual benefits and strategic alignment  
*Achieved 104% KPI sponsorship in 2024*
- **Managing Media channels:** expanding revenue for company  
*Gain 131% KPI of Media income 2024*

#### Collaboration with Shopping Center (SC):

- Work closely with SC side to introduce new activities push sales, enhance customer journey, and increase brand awareness.
- Summarize key online activity indicators to maintain and improve OMO initiatives and collaborations
- Collect and analyze event data, comparing figures and indicators to evaluate campaign effectiveness and recommend strategies for improvement.  
*In 2024, AEON VN contributed 48% customers joined in all collaboration campaign with AEON Mall (107%/KPI)*

### E-COMMERCE MERCHANDISE INTERN

LOTTE Mart Vietnam

Sep 2022 - Mar 2023

- **Collaborate with e-commerce partners:** prepare product listing and promotions, updating new products and optimizing product display on merchant platforms.
- **Coordinate with Internal:** ensure accurate content of product information and support product promotion
- **Report & Research retail market:** Collect, analyze revenue and sales data to provide evaluations and suggest sales plan for e-commerce channels.