



# LÝ THÀNH LONG

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## SUMMARY

A detailed-oriented and result-driven person with over three years experience in the ecommerce industry, managing online sales on Shopee, Lazada, Tiktok. Skilled in improving conversion rate 2.4 times, from 2.9% to 7%, and 30% in number of store visitors, leading to the twice times increase in sales revenue; applied data analytics skill and sales funnel knowledge in doing marketing, product performance report and PnL analysis; handling projects on developing new items, livestream, affiliate marketing, advertising campaign.

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## WORK EXPERIENCE

**Ecommerce Leader, LivingOn Brand, TRIM MATE CO., LTD**

**Feb 2024 - present**

### Key responsibilities

- Inventory management: Monitoring and controlling inventory levels to avoid stockouts and overstock situations.
- Pricing and promotions: Doing market research to set and adjust product prices, as well as to plan and execute promotional campaigns and discounts to attract and retain customers.
- Customer experience: Ensuring positive online shopping experience for customers, including responsive customer support, detailed and transparent product information
- Analytics and reporting: Analyzing ecommerce performance metrics, such as impression, conversion rates, and revenue, and using this data to make data-driven decisions and improvements.
- Order management: Overseeing the order fulfillment process, shipping logistics, and delivery options to meet customer expectations for speed and reliability.
- Staying updated with ecommerce technologies and trends, and the integration of new features and tools to enhance the online shopping experience.
- Project management: doing market research to develop new items; KOL/KOC affiliate marketing approach; overseeing livestream performance; plan and execute advertising campaign; oversee product listing catalog, including description, image, video and price
- Cross-functional team collaboration: Working with other departments, including B2B, Purchasing, Customer service, Warehouse to ensure smooth daily sales operations.
- Team Management: Leading and mentoring a team of two members, including ecommerce executive and designers.

### Key achievements

- Increased total sales revenue by two times by increasing conversion rate to 7% (previously 2.9%) and number of visitors to 30%
- Being top one selling of foot mat product in Home Living category on Shopee
- Leading team to meet Shopee, Tiktok store criteria such as fast handover rate (>80%), chat response rate (>80%), etc.
- Optimized advertising cost efficiency by picking trendy and appropriate keywords and suitable budget allocation, resulting in cost per item sold decrease 30% through ads

Key responsibilities

- Collaborate with warehouse to ensure fast order fulfillment process and monitor return/change order from customers
- Managing and executing promotional campaigns, providing insights on customer shopping trends
- Monitor customer feedback, reviews and ratings to identify areas of improvement and implement strategies for enhancing customer satisfaction and retention.
- Reviewing stock levels and sales data to maintain a stable supply.
- Overseeing the product catalog, including product listings, descriptions, images, and pricing. In addition, it involves adding new products, removing outdated ones.
- Provide weekly reports on common customer feedbacks and issues; track stores performance and propose data-driven recommendations for improvement.
- Livestream: identify and recruit potential streamers; follow up live session to ensure customer interaction and streamer working performance

Key achievements

- Customer service: store response rate reach >90% (target 80%), first response time: 2 hours (target <=4 hours)
- Order management: Fast Handover rate reach 87% (target 80%), Late Shipment Rate: 1.25% (target <8%)
- Drive livestream revenue contribution to overall store revenue, which increase by 5 times, from 4% to 23%

**Key Account Management, TI KI Company Limited**

**Oct 2021 - Dec 2022**

- Category: Lifestyle - Home Living
- Work with top sellers/brands to discuss business plan and negotiate investment in promotion scheme, products selection, pricing, stock and shipping sponsor which optimize sales performance and consumer experience.
- Work closely with internal teams (Growth, Operation, CS, Finance,...) to understand market insights, customer experience and enhance better sales results.
- Research market tendency and onboard new partnerships with new selections on the Tiki platform to grow category.
- Project implementation: TikiPRO - delivery and installation, FBT - Order Fulfillment By Tiki, Performance Tracking of sellers/brands with Seller Delivery model.
- Weekly catchup with Category Manager to overview sales performance, difficulties feedback and propose solutions to improve the condition.
- In charge of tracking data report and follow team to maintain and scale up Top Category SKU performance.
  - Achievements:
- Campaign Double-Day (5-5, 6-6) with NMV uplift more than 40% in 2 consecutive months. SMG 12-12 NMV uplift 13% compared to 11-11.
- Top 3 Best Performance Lifestyle in SMG 11-11, NMV uplift 20% compared to 10-10, reach 115% target. Top 2 Best Performance of Home Living Team in 2 consecutive months.
- Sellers adopted TikiPRO in 1st month pioneer testing, NMV contributed 20% of total revenue. Stores NMV grew 52% compared to previous month.
- Onboard and reactive successfully big brands: Arize, Changmi Bedding. In discussion with ACE (a global retailers in providing home improvement products).

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## CERTIFICATE

- **Language:** IELTS 6.5 - IDP EDUCATION LTD (Valid till: October 2025)
  - **Technical Skills:** Advanced Excel - UniTrain Center
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## EDUCATION

**Bachelor of Business Administration**

**2016 - 2020**

University of Economics Ho Chi Minh City

GPA: 7.86 / 10

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## KEY SKILLS AND COMPETENCIES

- **Language:** English (Level: Professional working proficiency)
- **Technical Skills**
  - Data analysis and reporting
  - Microsoft Office: Excel, Word, Powerpoint
  - Google Tools: Sheet, Docs, Slides
  - Online marketplace management (Shopee, Lazada, Tiktok)
  - Livestream and affiliate marketing
- **Soft Skills**
  - Ownership
  - Result-oriented
  - Customer-oriented
  - Team leadership
  - Time management
  - Cross-functional team coordination
  - Problem solving
  - Project management