



VO TUAN KIET

12/07/2001

<https://www.linkedin.com/in/kietvo1207/>

kitvo1207@gmail.com

Nguyen Huu Canh , Binh Thanh District, HCMC

+84 326630567

SUMMARY

E-commerce and Logistics Specialist

Experienced in multinational environments with a focus on client relationship management, cross-department collaboration, and delivering actionable reports in both Vietnamese and English. Skilled in data analysis and visualization, using insights to optimize performance and support strategic decisions. Proficient in PowerPoint and Excel to create data-driven recommendations that enhance customer experience and drive business growth.

EXPERIENCE

YES4ALL HOLDINGS INC - HCMC

06/2024 - Present

E-commerce Specialist

Growth Sales:

- Achieved an uplift of 30% in annual revenue by creating business plans and accurate sales forecasts.
- Managed 100+ SKUs on Amazon, achieved 5-20% GMV growth per product and maintain top market share through in-depth market research, effective pricing, inventory management, etc.
- Reduced TACOS from 8% to 3.8% by optimizing marketing campaigns and budgets.

Collaboration:

- Resolved system and campaign issues in collaboration with Amazon's Vendor Manager, ensuring smooth operations.
- Collaborated with cross-functional teams (Supply Chain, R&D, Marketing) to streamline sales operations.
- Conducted market research and proposed new product ideas, successfully launching products to capture market share.
- Led the warehouse setup in Germany, improving inventory storage and distribution efficiency.

Operations & Planning:

- Developed pricing strategies and promotional campaigns that drove sales growth and improved the customer experience.
- Prepared actionable sales reports (weekly, monthly, quarterly) to support strategic decision-making.
- Defined product features and collaborated on marketing materials to deliver customer-focused campaigns.
- Monitored market trends and competitor strategies to stay ahead in the market.
- Built up follow-up documentation for 20 countries, including the US and EU-UK.

E-commerce Export Consultant

- Managed 20+ Alibaba accounts, maintaining an 80% customer satisfaction rating and enhancing client retention.
- Advised buyers on export terms and requirements via the Alibaba platform, ensuring smooth transactions and customer satisfaction.
- Prepared detailed customer account reports and led monthly meetings to review progress and performance metrics.
- Increased profitability by implementing cross-selling strategies and recommending additional services.
- Built strong relationships with global suppliers to ensure reliable sourcing and smooth operations.
- Supported customers in launching e-commerce businesses on Alibaba.
- Managed data of potential buyers across industries.

SKILLS

- | | |
|--|--|
| • Planning & Management | • Cross-Functional Team Collaboration |
| • Written Communication (email) | and Communication |
| • Customer Relationship Management (CRM) | • Logistics and Supply Chain Knowledge |
| • Data Analysis and Reporting | • MS Office |
| • Market Research | • Problem-Solving and Conflict Resolution |
| • Process Improvement | • Presentation and Public Speaking |
| • Power BI | • Proficiency in Photoshop, Adobe Premiere, and Canva. |

EDUCATION

2019 – 2023

UNIVERSITY OF ECONOMICS & FINANCE
GPA 3.52/4.00

Bachelor of International Business – Foreign Trade

CERTIFICATES

- | | |
|------|---|
| 2024 | • General course on intellectual property issued by WIPO |
| 2023 | • TOEIC 890 issued by IIG Vietnam |
| 2023 | • Google Display Advertising Certification issued by Google Skillshop |
| 2023 | • Alibaba Global Digital Talent issued by eWTP |
| 2022 | • Advanced information technology application certificate issued by UEF |

ACTIVITIES

2019 – 2023

- TOP 8 IN THE IBC – INTERNATIONAL BUSINESS COMPETITION
- TOP 10 IN THE UEF SECURITIES COMPETITION
- ACHIEVED THE 50% SCHOLARSHIP THROUGH THE COURSE