

COVERING LETTER

Dear Sir/ Madam,

Through your company's recruitment information to seek suitable position, as my qualifications and worked experience, I do believe that I meet your company's requirements.

I have more than twelve experience-years as the customer service and purchasing leader at some companies in retail supplying. My main jobs are not only responsible for taking care of customer satisfaction about products, seeking resources of goods, hiring and training new staffs but also being responsible in importation goods from oversea, ensuring the increasing of sale volume and revenue of company Besides, I also have experience in collaborating with marketing department to launch new promotion programs supporting sales activities.

For computer skills, I can use office software such as Microsoft word, excel, email and power-point. In addition, I'm able to do well in making reports.

With my ability of working methodically and organizing well, I can work independently or team-work under high pressure. Moreover, I can communicate fluently in English, and use specialized English in jobs quite well.

I do believe that I can become accustomed to new environment easily.

I kindly enclose my resume for your reference. I do hope an opportunity to become one of your staff. If you want to know more about me, please feel free to contact me at my cell- phone: (84)94 6617 588 or the email: songhuong.truong@gmail.com

Thank you very much for your time of consideration.

I am pleased to hearing your feedback at soonest.

Your faithfully,

Truong Huong Giang (Ms.)

Contact: (84) 946 617 588

Email: songhuong.truong@gmail.com



TRUONG HUONG GIANG

Senior Merchandiser

1/11 Luong Dac Bang St., Tan Phu Ward, Ho Chi Minh City, Viet Nam

(84) 946 617 588 / songhuong.truong@gmail.com

PERSONAL PROFILE

Gender	: Female
Birthday	: 27/06/1992
Marital status	: Married
Nationality	: Vietnamese
Country	: Vietnam
Address	: 1/11 Luong Dac Bang Street, Tan Phu Ward, Ho Chi Minh City, Vietnam

CAREER INFORMATION

Level	: Executive/ Team Leader / Supervisor / Manager
Salary	: Negotiable
Job type	: Full time
Industry	: Buyer/ Merchandising/ Category Manager/ Merchandise Planner
Location	: Ho Chi Minh
Years of Experience	: 12+ years

PROFESSIONAL SUMMARY

- Retail & merchandising professional with 12+ years of experience in product sourcing, pricing, sales program planning, and inventory control.
- Strong track record in managing suppliers, boosting sales, optimizing costs, and leading cross-functional teams.
- Driving business growth and improving operational efficiency in top retail groups (Aeon, MWG, Blue Circle)

KEY ACHIEVEMENTS

- Increased Modern Trade sales by 161% YoY (2025) at Blue Circle.
- Sourced and launched high-margin products at Aeon Daiso, exceeding profit targets.
- Managed 10 brands / 500+ SKUs in bicycle category at MWG, including OEM product lines.
- Controlled inventory and reduced operating costs while ensuring profitability.
- Built and maintained partnerships with 20+ suppliers (domestic & overseas).

CORE COMPETENCIES

- Product Sourcing & Supplier Negotiation
- Pricing & Profit Control
- Sales Program Planning & Trade Marketing
- Merchandise Allocation & Inventory Management

- Demand & Supply Forecasting
- Cross-functional Team Leadership

EXPERIENCE

3/2025 – Present: Sales Support & Modern Trade (MT) Channel Manager – Blue Circle Corporation

Company - Full-time

Main Duty:

Sales Support Manager:

- Prepared and analyzed system-wide sales reports; identified issues, alerted related departments, and proposed effective solutions.
- Oversaw and coordinated the Sales Administration team, managed all sales orders, and collaborated with SCM, Accounting, and Logistics to ensure on-time delivery.
- Worked with the Purchasing team to resolve product issues and ensured fast warranty handling to maintain service quality.
- Partnered with Marketing to support agents in advertising and managed agents' information on the website.
- Developed supporting systems for sales teams (e.g., inventory reports, Canvas/Excel quotations, PO control system).
- Prepared monthly consolidated business reports for management.
- Develop processes and systems to optimize cross-functional collaboration.

Modern Trade Channel Manager:

- Built and maintained strong relationships with existing customers while expanding product portfolios at each point of sale.
- Identified and developed new customers, continuously expanding both customer network and product range.
- Introduced new products to customers on a regular basis; compared company products with competitors' offerings to propose more suitable options.
- Collected customer feedback to develop and tailor product lines that best fit each customer's needs.
- Designed sales programs and customized promotion plans for each customer to boost revenue while ensuring market price stability.
- Ensure the sales and gross profit achieved targets (by July, total sales increased 161% compared to the same period last year).
- Managed consignment operations at leasing locations, including recruitment, training, and staff coordination to ensure smooth operations.
- Controlled operating costs within budget, including salaries, commissions, marketing expenses (banners, standees, POSM...), promotions, and logistics,...

05/2023 – 03/2025 : Senior Merchandiser – Daiso Aeon Store / Aeon Co., Ltd - Full time

Main Duty:

- Responsible for the primary procurement all of goods for the Daiso Aeon chain of 7 stores, from product sourcing to final delivery to customers – End to End process.

- Liaised directly with Daiso Japan suppliers to ensure timely delivery of products to stores, with the right quantity and quality.
- Managed approximately 20+ additional domestic suppliers to diversify the store's product range while maintaining the uniqueness of the flat price model.
- Handled clearance sales while ensuring new stock availability for customers and maintaining profitability for the company.
- Successfully sourced high-margin products with profit rates higher than expected.
- Promoting sales to ensure revenue and profit, while controlling system inventory and all activities to reduce operating expenses.
- Designing suitable and attractive display layouts. Collaborating with departments to build the store's image
- Developed and executed sales plans, closely monitored operations to ensure alignment with targets and that provide exciting experiences for customers.
- Conduct market researching and competitor analyzing to continuously innovate. Seeking and implementing sales opportunities through events.
- Conducted daily, weekly, and monthly analyses on sales, inventory, and market trends to promptly address fluctuations.
- Effectively controlled and optimized operational costs to improve efficiency and profitability.

10/2013 – 03/2023 : Purchasing Executive and Head Of Customer service Department/ MWG – Mobile World Group - Full time

Main duty:

Purchasing Executive (2/2020 – 3/2023):

- Collaborating with overseas and local suppliers to source suitable products for the bicycle category with the good quality and suitable price.
- Responsible for managing around 10 cycle brands with over 500+ SKUs
- Negotiating with suppliers to make the efficiency sale programs. Increasing sale quantities and revenue.
- Evaluating local markets to determine potential new sales points.
- Creating and controlling the price to ensure profit.
- Collaborating with suppliers to develop the company's private brand
- Controlling inventory and allocating goods appropriately based on the characteristics of each region.
- Supporting stores in sale activities.

Head Of Customer service Department (10/2013 – 1/2020):

- Receiving and giving answer for customer issues on company's toll-free
- Handling the customers complaints about product, sales policy, service
- Ensure customer satisfaction and calling ratio.
- Controlling and proposal suitability change to bring interesting experience to customer.
- Hiring and training new staff.

EDUCATION

Highest Degree Level: College

Completion date 2013 - Vinatex College – Administration major

SKILL

★★★★★ Communication skill
★★★★★ Computer
★★★★★ Negotiation skill
★★★★★ Trouble solving skill
★★★★★ Learning skill
★★★★★ Representation

LANGUAGES

★★★ English - Intermediate

REFERENCES

Ms. Duong Thi My Huong

Deputy Management of Aeon Vietnam Special Strategic Store Department – Aeon Viet Nam

Tel: (84) 942 245 055