



CHAU NGOC HUYNH MAI

Date of birth:

June 30, 1993

Email:

chaungochuynhmai@gmail.com

Phone:

0908 565 237

Address:

66/16 Nhieu Tu, Ward 7, Phu Nhuan District, HCM

EDUCATION



HO CHI MINH CITY OPEN UNIVERSITY (OU)

2011 -2015

Bachelor Degree in English (Business English)

UNIVERSITY OF ECONOMICS HO CHI MINH CITY (UEH)

2019 -2021

Bachelor Degree in Law (Business Law)

SKILLS



- Stakeholder Collaboration & Negotiation
- Project Management & Process Optimization
- Advanced Proficiency in MS Office
- Result Orientation & Analytic Skill

OBJECTIVES



"With a strong background in business development, project management, and key account management, I have work experience in E-commerce, E-delivery, and E-wallet. Throughout my career, I have advantageously built and nurtured relationships with key merchants, developed and executed high-impact marketing campaigns, and driven revenue growth through data-driven decision-making. My expertise includes stakeholder collaboration, negotiation, and optimizing operational processes to enhance business performance. My passion for leveraging strategic planning, analytics, and cross-functional teamwork, I am seeking to leverage extensive experience in delivering innovative solutions that maximize market share and drive sustainable growth."

WORK EXPERIENCE



F88 - FINANCIAL SERVICES

Mar 2023 - Present

Assistant Digital Growth & Project Manager | Digital Services Center

- Monitor the implementation process, especially the detailed planning, execution, and evaluation of impact during and after the implementation.
- Collaborate with multiple departments such as Digital Marketing, Local Marketing, Digital Product and Business Intelligence to visualize the business dashboard.
- Conduct in-depth data analysis and market research to identify trends and opportunities, providing actionable insights to enhance product performance and sales growth.
- Coordinate with the Finance/Accounting/ Business Development Center to monitor the digital marketing and local marketing budget, especially cost per sale [CPS], customer acquisition cost [CAC] in risk management controls.
- Consult and evaluate the contracts and agreements with related partners to ensure compliance with company guidelines and enhance revenue streams.
- Make detailed monthly and quarterly plans to ensure the assigned goals of the center (Revenue, New Customers, Expenses, Products)
- Align with the Director for related functions on topics being solved.

SHOPEE VIETNAM

May 2021 - Mar 2023

Senior Business Development Manager | Enterprise | Shopee

- Achievement:
 - Rise performance of Average Daily Order [ADO] & Average Daily Food Value [ADFV] 70-80%, Average Daily Gross Merchandise Volume [ADGMV] & Oulets with merchant discount over 100% KPI (has month get 135% -150%) each month.
 - Trigger MoM of ADO uplift 2x and YoY 2,7x for merchant joining SJPB & Cash investment [Commit FV]
 - Increase 70-90% in ADFV for CVS Cate compared to 2022.
 - Expand New Merchants: Approach & hunting new merchants as Pharmacy, Genshai, Vascara, CRC Group (Crocs, Supersports, Fila,...), HSV Group (The Face Shop, Beauty Box, Reebok...), Son Kim Group,...both ShopeeFood and ShopeePay.
 - Hunting deal key hook join Livestream as LOTTE Mart, Pharmacy: Buy 1 Get 1, Discount 50%

REFERENCES



NGO TRONG NHAN

F88 - Director of Digital Services Center
Phone: (+84) 949 527 569

KIM THI LA

Shopee - Group Business Development
Manager
Phone: (+84) 939 400 905

- Build close relationships with key merchants, execute top business development strategy, and expand market share for ShopeeFood and ShopeePay offline products.
- Improve merchant experiences on ShopeeFood and ShopeePay platforms by identifying merchant needs and developing effective marketing campaigns to drive transactions and revenue.
- Manage merchant expectations, set objectives, plan strategies & campaigns, control the project's budget, develop sales (GMV, ADO, Ads & Merchant Investment growth), and monitor performance to achieve targets.
- Plan and evaluate appropriate schemes to maximize the effectiveness of business relationships and persuade merchants to join the campaigns.
- End-to-end project management: plan and execute projects with other teams. Lead projects as: Mid- Autumn, Thanks to Driver (collab ShopeeExpress team), Chinsu & OS Coke (collab Partnership team with FamilyMart & 7-Eleven),...
- Lead role in strategic planning by formulating and executing comprehensive annual partnership plans with top-tier partners, ensuring alignment with overall business objectives and fostering long-term collaboration.
- Manage key accounts: Cate Retail as LOTTE Mart, Ministop, 7-Eleven, FamilyMart, Pharmacy,...
- Coordinate with other departments (mainly Campaigns, Project Management, Operations,...) to ensure the project is deployed correctly and efficiently.

MOMO E- WALLET

Dec 2019 - Apr 2021

Senior Key Account cum Assistant Planning & CRM Analyst | Offline Payment Center

- Develop and execute partnership marketing/ promotion campaigns with merchants.
- Manage and control the project's budget, and content/ Image of merchants in campaigns.
- Coordinate with other departments (mainly IT/ Product...) to ensure the project is deployed correctly and efficiently.
- Generate monthly reports on the performance of marketing/sales campaigns.
- Make quarterly, and yearly plans to increase Revenue, GMV, and Monthly active user [MAU] for merchants.
- Acquire key contacts: approach, present, discuss, and sign the contracts with merchants in various industries such as Retail, Shopping and Food and Beverage (FnB).
- Maintain activities and regular contact with merchants to update the network status for the marketing department.
- Manage merchants, set objectives, develop sales, monitor performance, and plan campaigns to achieve targets.
- Manage key accounts: cate Retail & Shopping (Vascara, Guardian, Watsons, The Face Shop, Beauty Box, Ninomaxx, Owen,...); cate FnB (Sharetea, Bobapop, Hoang Yen Group, FoodParadise...)
- Assistant Planning & CRM Analyst:
 - Analyze MOMO user behavior in MOMO platforms and deliver actionable business solutions to increase MoMo offline users.
 - Plan and evaluate appropriate schemes to maximize the effectiveness of the business relationship and persuade MoMo's merchants to sponsor the campaign.

- Conduct the business process of doing a promotional program at offline channels: merchant relations, store implementation, staff incentives, promotions, branding, and marketing to end-users.
- Monitor the initiative implementation process, especially execute the detailed planning, and evaluate the impact during and after the implementation.

- Projects:

- "LAC XI" CAMPAIGN 2020, 2021
- "AFTER COVID- THANKS FOR STAYING HOME" CAMPAIGN 2020
- "HOC VIEN MOMO" CAMPAIGN 2020
- "MEGA- DEAL MARKET" CAMPAIGN 2020

GRAB VIETNAM

Dec 2018 - Nov 2019

Key Account Management | GrabFood

- Craft a compelling campaign by leveraging co-marketing partnerships with our partners to bring value to our end-users.
- Work with our product, operations, and merchant acquisition teams to ensure merchants have the best possible experience.
- Facilitate post-sales activities to ensure smooth operations and retain accounts on the platform.
- Work closely with the BD/ Marketing team to plan, develop, and execute campaigns/ promotions for merchants.
- Make the weekly report which is a summary of all work done during a week and how these activities contributed to the completion of team KPIs.
- Manage merchants, set objectives, develop sales, monitor performance, and plan campaigns to achieve targets.