

# NGUYỄN ĐỨC TÔN

Ho Chi Minh City | [nguyentonbk19@gmail.com](mailto:nguyentonbk19@gmail.com) | 0923203286



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## SUMMARY

Data Analyst with expertise in Power BI, SQL, advanced Excel, and Python. Strong experience in category management and business growth optimization in B2B e-commerce, especially in the pharmaceutical industry. Proven ability to develop data-driven strategies, optimize pricing, and enhance sales performance. Passionate about leveraging data to generate business insights, improve operational efficiency, and drive strategic decisions in complex and highly regulated environments.

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## EXPERIENCE

### Category Management Specialist – Growth Department

**THUOCNHA INVESTMENT JSC** | 06/2024 – 04/2025

- Developed pricing formulas, optimizing product profit margins and competitiveness.
- Led promotional campaigns (discounts, vouchers), boosting customer engagement.
- Built & managed "Thuocnha Community" on Zalo, increasing customer retention.
- Coordinated inventory planning to mitigate stock fluctuations.
- Created and managed communication content (Zalo ZNS, In-app notifications) to ensure consistent messaging aligned with business strategy.
- Monitored user feedback and campaign data to evaluate communication effectiveness and propose improvements.
- Tracked and achieved sales KPIs for assigned product categories.
- Improved Power BI reports for data analysis & business insights.

### Category Assistant – Supply Operations Department

**MEDX MEDICINE CO., LTD** | 09/2023 – 05/2024

- Responsible for driving sales performance and managing assigned product categories.
- Managed supplier relationships & adjusted procurement plans for stable supply.
- Optimized pricing strategy, ensuring competitive positioning.
- Developed promotional programs, enhancing sales performance.
- Implemented process improvements, increasing operational efficiency.

### Business Analyst (Freelancer)

## **CLOUD GENERAL SERVICES CO., LTD | 08/2024 – 12/2024**

- Developed Power BI dashboards & pricing strategies based on business needs.
- Integrated data from KiotViet API for real-time analytics.
- Supported the launch & optimization of the CloudMart Miniapp.

## **Seller Admin & Seller Onboarding Intern – Seller Center Department**

## **BUYMED LIMITED COMPANY | 05/2022 – 05/2023**

- Assisted B2B sellers in onboarding & performance optimization.
- Managed seller contracts & maintained data accuracy.
- Improved platform sales efficiency through proactive seller engagement.

## **Support Team - Customer Service (Part-time)**

## **CANAWAN GLOBAL COMPANY | 12/2021 – 06/2022**

- Engaged in the international e-commerce field, specializing in the POD (Print on Demand) industry.
- Provided customer support (international) via email, assisting in resolving issues arising from orders.
- Monitored and handled data related to orders and products.

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## **EDUCATION**

### **Engineering Physics / Biomedical Engineering**

**Ho Chi Minh City University of Technology (HCMUT) | 09/2019 – 11/2023**

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## **SKILLS**

**Power BI (Advanced)** – Dashboard development, DAX, data visualization

**SQL (Intermediate)** – Data querying, ETL

**Python (Basic)** – Pandas, Numpy, Matplotlib

**Excel (Advanced)** – Data modeling, automation

**Microsoft Office** – Proficient in Word, Excel, PowerPoint

**English (TOEIC 640)** – Intermediate-level communication and professional writing skills

**Design Tools (Basic)** – Canva, Adobe Photoshop, Adobe Illustrator

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## **AWARDS & HONORS**

### **Scientific Research – ISAC 2022**

- Project: "Test Experimental Protocol to Estimate Concentration State"

### **Certificate of Completion for Critical Thinking Course at Thinking School**

- Certification required to participate in The Manager to Be competition

### **Certificate of Completion for Principles of Marketing Strategy Course at Thinking School**

- Certification required to participate in The Manager to Be competition

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## **EXTRACURRICULAR ACTIVITIES**

**President** – HCMUT English Club

**Mentee** – BK Mentoring Program

**Media Team** – Chung Ta Cung Tien Club (Academic)

**Executive Committee Member** – Faculty of Applied Sciences

**Volunteer** – Blood Donation Campaign