

# LÊ THỊ NGỌC DIỄM

## PROMOTION STAFF

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🎂 13 - 01 - 2000

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📍 467E/80, Lê Đại Hành Street, Ward 11, District 11



### ACADEMIC LEVEL

09/2018 - 08/2022

**University of Economics and Law (Ho Chi Minh City National University)**

🎓 Majoy: Business Administration

🎓 GPA: 8,47

📊 Rating: Excellent

### ACHIEVEMENT

- 3rd Prize for Scientific Research at Faculty level
- Bachelor of Talent from University of Economics and Law

### SKILLS

#### OFFICE SOFTWARE

- Word, Excel, Powerpoint
- Canva
- SPSS

#### LANGUAGE

- VNU - EPT B1.4 equivalent to IELTS 5.0

#### OTHERS

- Good Communicate
- Presentation
- Leader
- Problem-solving skills
- Design

### WORK EXPERIENCE

08/2022 - Now

**MINISTOP VIETNAM  
COMPANY LIMITED - AEON  
GROUP**

01/2024 - Now **Marketing Staff**

#### 1. Sales Performance:

- Marketing: social post, build POSM, market and competitor research
- Plan: build and monitor co-fund campaigns, make weekly and monthly promotions, develop menu, deploy and implement promotions as planned for all stores
- Tracking performance: report the final result of the campaigns, weekly and monthly reports on sales

#### 2. Operation:

- Support Offline to Online: handle issues related to app orders, payment chanel and operations, customer care
- Manage menu in app: update new items, prices, images and names
- Inventory control
- Review and manage contract
- Make payments for projects

3. Handle Omni Channel: ShopeeFood/Grabmart/Momo/NCT

08/2022 - 12/2023 **HR Staff**

#### 1. Recruitment Performance:

- Marketing: social post, poster, seeding
- Plan: make reports on human resource needs, find and cooperate with recruitment partners, local authorities, search and consider recruitment events, build and monitor recruitment plans with each partner, build job descriptions
- Tracking recruitment performance: weekly and monthly recruitment reports

#### 2. Social Insurance:

- Work with social security agency
- Handle social insurance issues

#### 3. Operation:

- Interview: operate direct and online recruitment activities
- Support Offline to Online: staff care, staff allocation
- Manage records

12/2021 - 04/2022

**FOUR UTILITIES TOURIST  
TRADING COMPANY LIMITED**

12/2021 - 04/2022 **Business Staff**

#### 1. Sales Performance:

- Marketing: social post, poster, seeding
- Plan: make promotions, develop customer care policy, find new customers, develop product packages
- Tracking performance: weekly and monthly reports on sales

#### 2. Operation:

- Push sales: research customer needs and consult on suitable product packages, send new promotional packages to customers
- Support Offline to Online: handle problems related to product