

# HOANG THI THANH HUYEN

Promotion Staff

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📍 Ho Chi Minh City

## SUMMARY

"A desired learner with willing-to-do attitude who does not stop finding new opportunities to challenge and sharpen skills, knowledge. I am eager to pursue my career path by embarking on a Trade Marketer in retail market"

## EDUCATION

### UNIVERSITY OF ECONOMICS HO CHI MINH CITY (UEH)

Bachelor of Commercial Business (**High Distinction**)

10/2021 - 03/2025

- GPA: 3.86/4.0

- 04 Scholarships for outstanding performance in Academic and Extracurricular Activities.

### Courses

Microsoft Power BI Desktop for Business Intelligence

4/2024 - 8/2024

## EXPERIENCE

### Trade Marketing Intern | THIEN LONG GROUP

5/2024 - Now

- **Promotion Programs:** Develop and execute monthly trade promotion plans and programs including products listing, completing the related **legal documents** and announcing to stakeholders, setting **KPIs** for sales.
- **Market Information:** Gather information about customers and competitors to derive insights and compare **products' price and programs** between company and competitors.
- **Distribution:** Directly collaborate with **sale managers** to effectively manage distribution and allocate samples, products and POSM.
- **Merchandise Display:** Check and follow visual merchandising and product display images for **above 3500 stores/program** by region to ensure excellence in brand image at the point of sale.
- **Tracking & Report:** Track, analyze the performance and effectiveness of trade promotion programs based on sell-in/sell-out data and update to Sales Team that **boosts in achieving sales targets**.

### Teaching Assistant | VUS - The English Center

11/2022 - 3/2024

- Actively assisted Vietnamese and foreign teachers in classroom management, class activities and extracurricular events that resulted in **an average re-enrollment rate of 83.39%**.
- Provided English-learning support for **20+ students/class** and tutoring sessions for **5 students/month**.
- Achievements: TA of the year for the excellent performance.

## HONORS AND AWARDS

STUDENTS OF 05 GOOD MERITS| UEH

FIRST RUNNER-UP | SEA TO SEA 2022: "ARTIFICIAL INTELLIGENCE" | UEH

02 A PRIZES & 02 B PRIZES | QQM APPLIED RESEARCH | UEH

## CERTIFICATION & SKILLS

- **Language:** English (proficient user) with **IELTS 7.0**.
- **Microsoft Office Suite:** Word, Excel, PowerPoint with **IC3 Digital Literacy Certification**.
- **Skills:** Data Analysis & Reporting, Communication, Negotiation Skills, Strategy Planning, Logical Thinking, Event Planning.