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# KHA, NGUYEN HUU DAN

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803/87 Huynh Tan Phat St., Ho Chi City

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Dear Hiring Manager,

I am writing to express my strong interest in the **Ecommerce & CRM Assistant Manager** position at Circle K Vietnam. With over **5 years of experience in eCommerce and campaign management**—most recently as **Associate Campaign & Merchandise Manager at OnPoint (Vietnam's No.1 eCommerce enabler)**—I've built a solid foundation in digital operations, CRM insights, and cross-functional execution across leading platforms and brands.

In my current and past roles, I've:

- **Led 360° campaigns and shopper programs** for top-tier clients such as Nestlé, Unilever, Huggies, and Amore Pacific, including new product launches and segmented promotions across Shopee, Lazada, TikTok Shop, and brand.com.
- **Developed and analyzed shopper dashboards**, enabling our team to personalize offers by audience type (e.g., new vs. return users) and uplift conversion KPIs through data-driven CRM tactics.
- **Coordinated with internal teams** (Marketing, CS, Tech, Finance) and external partners (brands, platforms) to ensure seamless campaign implementation—similar to Circle K's O2O objectives.
- **Applied AI and automation tools** (e.g., ChatGPT, Excel-based booking systems) to optimize workload, increase personalization, and accelerate planning timelines.

I'm especially drawn to Circle K's commitment to innovation in omnichannel retail. I'm excited about the opportunity to contribute to your **CK Club CRM and e-commerce growth** through strategic segmentation, strong platform coordination, and customer-centric campaign execution.

Thank you for considering my application. I would welcome the opportunity to further discuss how my experience and passion for CRM and eCommerce can contribute to Circle K's growth.

Warm regards,



**Kha Nguyen**

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# KHA, NGUYEN HUU DAN

## CAMPAIGN & MERCHANDISE MANAGER

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### SUMMARY

Dynamic and results-driven eCommerce professional with 5+ years of experience across campaign management, livestream operations, and team leadership. Built impactful eMerchandising services for Huggies, including A+ content like shop-in-shop, landing pages, and infographics. Proven ability to lead cross-functional teams and drive performance for top-tier brands such as Nestlé, Unilever, and Philips. Strong in strategic planning, data-driven execution, and building scalable systems that elevate shopper experience and operational excellence.

### WORK EXPERIENCE

#### OnPoint, Livestream Production Manager

Sep 2024 – Jun 2025

- Led daily end-to-end operations for 43 livestream studios, scaling session volume from 2,000 to 4,000/month (x2 volume within 8 months).
- Built and streamlined cross-team workflows in concept pitching, onboarding, scripting, and reporting.
- Managed 150+ Host Livestream to deliver diverse product portfolio via AI QC solution, 1:1 evaluation and performance dashboard.
- Developed set-up guidelines for improving livestream quality (camera/ light position and parameter, micro check, virtual background safe-zone,...).
- Tracked and analyzed P&L performance, improved cost efficiency per session, and drove higher ROI through resource reallocation and vendor cost control.
- Applied AI tools (ChatGPT Plus) to streamline content ideation and scripting, reducing prep time for each livestream by 30%.
- Developed Excel-based file with advanced formulas to suggest suitable Host agents for sessions based on client's talent pool, location and availability, improving booking speed and accuracy.

#### OnPoint, Associate Campaign & Merchandise Manager

Sep 2023 – Aug 2024

- Led end-to-end execution of Mega Campaigns as PMO, aligning cross-functional teams (Ops, Commercial, Creative, Media, CX, System) to ensure operational readiness.
- Managed 3 team leads and ~50 staff; optimized workforce allocation to control headcount cost and improve account/corporate P&L efficiency.
- Collaborated with Strategy, Finance, and Service Solution teams to shape 2024 service development plan, focusing on livestream and shoppertainment initiatives.
- Participated in JBP and collaborated to relevant teams building proposal strategy to pitch and onboard new brands (e.g., Obagi, Haleon).
- Worked with Finance/Accounting for accurate monthly booking of service revenue and costs; reviewed account-level P&L for financial integrity.

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## CAMPAIGN & MERCHANDISE MANAGER

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### WORK EXPERIENCE

#### OnPoint, Campaign & Merchandise Team Leader

Mar 2022 – Aug 2023

- Manage a portfolio of top-tier brands including Nestlé, Unilever International, Amore Pacific (mise en scene), Mars Wrigley, and Philips.
- Lead a 10-member team, optimize resource allocation, and oversee execution and performance.
- Develop JBPs, recruit new partners (e.g., Nivea), and drive growth via TTS & Social Commerce.
- Build internal training programs, improve dashboard reporting (Power BI), and enhance operational efficiency.

#### OnPoint, Senior Campaign & Merchandise Executive

Mar 2020 – Feb 2022

- Managed end-to-end campaign and e-merchandising initiatives for brands like Nestlé, Huggies, Kotex, ALDO across major platforms (Shopee, Lazada, Tiki, Sendo), achieving strong traffic and conversion growth.
- Designed A+ eMerchandising with a UI/UX-driven approach—optimized SIS, landing pages, and visual consistency.
- Supported brand onboarding and launches (e.g., TH True Mart), while mentoring junior team members and driving internal training efforts.

### EDUCATION

#### Bachelor of Marketing

Sep 2014 - Sep 2018

University of Finance and Marketing

### HARD SKILLS

- Campaign & Livestream Management
- Data Analysis & Performance Optimization
- People & Team Management
- Process Development & System Building
- Brand & Stakeholder Collaboration

### SOFT SKILLS

#Leadership

#StrategicThinking

#AnalyticalMindset

#Collaboration

#Adaptability

### RECOGNITIONS

- **Top 1 Performer** in Personal Appraisal 2022 – Rated **5/5**.
- Selected as **Top 5 Workforce Champions** in OnPoint's Business Transformation Project.

### REFERENCE

**MS. NHA, HUA THI THANH**  
Head of Service Operation

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