

LÊ THỊ NGỌC HÂN

CATEGORY STAFF CIRCLE K

PERSONAL PROFILE

- + More than one year as a retail category executive at 2 companies. Oriented in the category management career ladder in retail sector.
- + Strong understanding characteristics of retails and FMCG by actively invested in professional growth through some extra courses: MKT management/commercial (brand,trade,sales in FMCG).
- + Approximately 6 months in merchandising in H&B. Hand on experience in merchandising operations, sales analysis, and supplier collaboration.
- + Aspire to build a long-term career, and a permanent role in merchandising, with strong commitment to continuous learning and professional development.

WORK EXPERIENCE

Category Executive - Guardian | Feb 2025 - Sep 2025 **Temporary contract**

- Supporting the Personal Care team by monitoring claimbacks, consignment, preparing trading term agreements TTA, and other supplier-related documentation.
- Assisting in conducting market research, including market visits and competitor benchmarking on pricing and product assortments.
- Supporting suppliers with POSM installation and in-store activation registration by notifying area managers.
- Contributing to new product development by tracking weekly sales, volume growth, sales data of new products, and price index compared to other retail chain stores.
- Collaborating with suppliers in defective, recalled, and returned products.
- Following up with the warehouse team/DC, accounting team, and supply chain team to process VRA return goods to vendors.
- Work on system for listing new product, changing suppliers' information, product packaging

Retail Category Executive

Thien Long Group Corporation | Aug 2022- July 2023

- Conducted market research and competitor analysis to benchmark pricing strategies as well as propose new product lines to catch up with the trend of the market.
- Delivered monthly revenue reports for the Lifestyle category, including sub-category performance, slow-moving product analysis, best-sellers, and market development trends, revenue growth rate month over month, YTD,...
- Managed and updated master files for over 500 SKUs to support category manager. Handled procurement processes, including Purchase Requests (PR) and Purchase Orders (PO) in the SAP system.
- Cooperate with purchasing team, and warehouse team in order to product processing ready to display at shop with perfect product standards (barcode, label,...)
- Monitored weekly stock availability and distribution plans across retail branches.
- Performed store and market visits to assess product display, competitor positioning, and retail product attributes (e.g., barcode, labels, margins, product tags, packaging visual and pricing).
- Supported the launch of a new store chain, including store setup, merchandise visual, SKU management for assigned categories.
- Communicate with store managers about product problems, or operation problems for more solutions in customer pain points at stores related to product incharged.
- RESULTS: Successfully grew the Lifestyle category's revenue to account for over 40% of the total retail chain's revenue during the period.

EDUCATIONAL HISTORY

International University

Business Administration | 2018 - 2022
71.5/100 GPA



University of the West of England

Business Management with Marketing | 2021 - 2022
SECOND CLASS | Upper Division



ACTIVITIES (2023, 2024)

Attended to 3 National Marketing Competition

Young Marketers and Bản Lĩnh Marketer competitions

- Business Hackathon 72h propose MKT plan submission



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21/09/2000 | HCM CITY

CERTIFICATIONS - EXTRA COURSES

FMCG Commercial Foundation |
Career Branding Academy

Practical Marketing Essential | No
more lies Academy

Brand Marketing Finance;
Merchandising Excellence; Brand
Communication Campaign; Pricing
Strategy; FMCG Packaging | Brand
Vietnam

MOS EXCEL, WORD (935/1000)

IELTS 6.0

Data visualization and Analysis
with Excel & Power BI | Tomorrow
Marketers Academy

SKILLS SUMMARY

Computer skills (excel, ppt, word)
Teamwork

Language: English (advanced)

Data-driven, data literacy

Can-do attitude; Eager to learn

Hard-working.