



# NGUYEN THANH UYEN

Phone: 037 668 9145

Email: uyennguyen.ueh2014@gmail.com

## WORK EXPERIENCE

NOV 2022 - PRESENT    **GUARDIAN VIET NAM**  
E-commerce Assistant Manager  
Report to Senior E-commerce Manager

### Main responsibilities:

- Commercial Strategy & Sales Planning: Developed monthly sales plans, campaign calendars, and defined key commercial hooks aligned with business targets. Monitored and optimized sales, gross profit, cost efficiency, and stock health.
- Key Brand & Supplier Partnerships: Developed strong relationships with top-tier brands to secure exclusive offers, enhance user value proposition and improve market share.
- Operations & Customer Service: Ensured smooth order processing and met customer service KPIs, contributing to customer satisfaction and retention. Optimized packing and delivery costs, while tracking delivery lead times and performance of third-party logistics providers.
- Magento Migration Project: Core member of the team that successfully migrated the Ownersite to the Magento platform. Led the design and implementation of both backend and frontend features related to commercial operations: Promotion setup, UI/UX for promotional display, product information management, store operations, order flow, stock and inventory management, sales reporting, customer segmentation, delivery logic, and more.

### Recognition and Gains:

- Achieved double-digit sales growth year-over-year
- Awarded "Customer First" in 2024
- Effectively lead team, ensured smooth operations and strong performance.

FEB 2022 - OCT 2022    **CENTRAL RETAIL VIET NAM**  
Senior Online Merchandiser -  
Supersports  
Report to Products & Ops Manager

### Main responsibilities:

- Responsible for merchandise developing and execute optimal category strategy, price & promotion to expand both sales & margin with aims to get target in E-commerce
- Build the business plan for sales, GP, sell through and effective stock management
- Build and maintain relationships with Brand and Merchandise team and Sellers according to e-commerce needs; drive collaboration to achieve business growth in e-commerce

### Recognition and Gains:

- Knowledgeable of the e-Commerce strategies

DEC 2018 - OCT 2021    **MM MEGA MARKET VIETNAM**  
Junior Category Manager - Underwear-  
Kidswear & Footwear  
Report to Group Category Manager

MAY 2018 - OCT 2018    **GTAX COMPANY**  
Sales Executive

MAR 2016 - FEB 2018    **FRIESLANDCAMPINA VIETNAM**  
CRM night-shift

## OBJECTIVE

Applying the experience and promote all my skills to contribute to the success of the company  
Accumulating more experience to handle the work effectively, quickly  
Continuously studying, providing myself and seeking good opportunities to get promotion in my job

## EDUCATION

University of Economic Ho Chi Minh City  
2018 - 2020 | Master of Business Administration

University of Economic Ho Chi Minh City  
2014-2018 | Major: Business Administration

## PERSONAL QUALITIES

Result - oriented management, flexibility, quick response and adaptability with new environment.  
Ability to work multi - task, work well under pressure.

## PERSONAL SKILLS

Leadership skills	●●●●●
Logical thinking	●●●●●
Time management	●●●●●
Team work	●●●●●
Negotiation skills	●●●●●