

# KIEN NGUYEN



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📍 Ho Chi Minh City, Vietnam

## EDUCATION

**Bachelor's Degree in Financial Banking**, University of Food Industry

## SKILLS

Problem Solving

Critical Thinking

Project Management

Flexibility and Adaptability

Collaboration

Advance Microsoft Office

Advance SQL

## SUMMARY

Results-oriented seller operations specialist with 8+ years of experience in project management, seller tech solutions, BPO tech support, and cost control in e-commerce.

## PROFESSIONAL EXPERIENCE

### Shopee Viet Nam – Listing Quality Control Specialist (2023 – 2024)

- Increased listing quality control accuracy by 2x in 2024.
- Managed QC BPO to maintain platform cleanliness.
- Collaborated with regional and internal teams to deploy a new detection method and improve the overall process.

### Lazada Viet Nam (2016 – 2023)

#### Customer Care: Sep 2022 – Sep 2023

- Managed multi-channel BPO for optimal buyer experience.
- Collaborated with regional teams to enhance buyer-seller outreach.
- Forecasted monthly and quarterly contact volumes and BPO headcount.
- Oversaw and reported customer care cash flow.

#### Mass Seller Supply: (Mar 2016 - Sep 2022)

##### Seller Acquisition:

- Increased daily new sellers by **4x** in December 2021 compared to April 2021.
- Forecasted new seller numbers monthly, quarterly, and annually to align with FY objectives.
- Managed a pipeline of high-quality sellers for onboarding.
- Collaborated with Government Affairs and PR teams on nationwide projects with VIETTRADE, VECOM, etc.

##### Seller Incubation:

- Increased the percentage of sellers with more than 5 assortments ready to sell to **89%**.
- Reduced cost per new seller by **40%**.
- Developed and implemented strategies to incentivize growth for new and long-tail sellers through the New Seller Package.
- Enhanced growth in new assortments per seller.
- Managed cash flow and optimized cost per new seller.

##### Seller Tech:

- Reduced seller registration time by **80%**.
- Reduced onboarding lead time by **98%**.
- Collaborated with stakeholders across functional teams to enhance the Seller Acquisition process, including:
  - Streamlined new seller onboarding by reducing paperwork and process.
  - Implementing e-KYC for ID validation, and integrating API for bank account verification.
  - Improved onboarding on non-PC devices, especially on the Lazada Buyer App.
  - Reviewed and adjusted the entire onboarding process.
  - Supported technical issues brought up by internal parties, troubleshoot and identified possibility issue.