

# TO THUY LINH

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## EDUCATION

### Bachelor of Business Administration

College of Technology and Industrial Management

Marketing, Business Operations Analysis, Consumer Behavior, Financial Analysis, etc.

Aug 2019 - May 2023

GPA: GPA: 3.2 of 4.0

## PROJECTS

### New online retail apps

Replace SpeedL apps with New LOTTE Mart Online apps

## SKILLS

**Soft skills:** open mindset, time management, Attention to Detail, quick learner, quick adaptability, solving problems, multiple tasks, Critical Thinking, Interpersonal Communication, Networking

**Work skills:** power BI, data analytics, Microsoft office, ecommerce, retail, campaign Execution, Marketing Campaigns plan, Analytical Skills, Sales Strategies, CRM, Canva

## LANGUAGES

English (Full professional proficiency)

## WORK EXPERIENCE

### Feeblancer

Sep 2023 - Present

### Remotask

Ho Chi Minh

#### OPERATION AMAZON

- Conduct detailed reporting and deep-dive analysis to derive actionable business insights
- Set up internal reporting and processes to drive automation and more efficiency
- Management fulfillment by Amazon (FBA) shipments and stock control.
- Respond to customer inquiries and resolve issues.
- Manage product reviews and feedback.

#### SEO CONTENT:

- Keyword research to identify valuable search terms and opportunities by strategic markets.
- Implement on-page SEO strategies, including optimizing content, meta tags, and headings.
- Stay updated with industry trends and search engine algorithm changes.

### Marketing Online

Dec 2022 - Jul 2023

#### LOTTE Corporation

Ho Chi Minh city

- Conducted in-depth market research, identifying new customer segments that contributed to a 15% increase in customer base within 6 months.
- Collaborated with cross-functional teams to identify key performance indicators (KPIs) and established a dashboard to track them, leading to a 25% improvement in operational efficiency.
- Collaborated with the data analytics team to analyze customer behavior, leading to a targeted marketing campaign that achieved a 25% higher conversion rate.
- Assisted in the development of a customer segmentation strategy that increased customer retention by 18% and overall customer lifetime value.
- Management on-site for Website/App of system.

### E-Commerce

Jun 2022 - Nov 2022

#### LOTTE Corporation

Ho Chi Minh city

- Managed key e-commerce accounts such as Shopee, Lazada, Tiki, and Tiktokshop (shop mall)
- Order issues management.
- Designed marketing campaigns for platform resulting in a 20% increase in monthly voucher redemptions and a 15% increase in product combo sales.
- Developed a strategic online advertising product for e-commerce, resulting in a 30% increase in customer engagement and a 25% boost in sales revenue.
- Managed product development conducted market research.
- Oversaw platform operations and achieved 20% optimization.
- Analyzed sales data and traffic across all platforms, resulting in a 15% increase in order fulfillment efficiency.
- Collaborated with KAM to resolve issues.

### Digital Marketing Intern

Sep 2021 - Dec 2021

#### FPT Corporation

Ho Chi Minh city

- Created simple graphics using Adobe Photoshop, resulting in a 20% increase in social media engagement.
- Edited basic videos using Adobe Premiere Pro.

- Developed engaging social media content for products resulting in a 20% increase in online engagement.
- Operated on Lazada, and developed and designed a landing page to build a website.