

NGUYEN THI LAM

FOOD SERVICE CATEGORY STAFF

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Ho Chi Minh City

I hold a Bachelor's degree in Business Statistics from the University of Economics Ho Chi Minh City. My experience in market research and business development has strengthened my ability to analyze trends, manage data, and support business growth initiatives. I am detail-oriented, quick to learn, and committed to delivering high-quality results in category management and supplier coordination. With solid communication skills, I am ready to contribute effectively to sales growth and operational efficiency.

EDUCATION

University of Economics Ho Chi Minh City

2020 - 2024

- Bachelor of Business Statistics
- Developed a strong foundation in research methodology, data processing, and reporting.
- Trained to critically evaluate data to identify patterns and insights, and to develop clear, structured, evidence-based recommendations.
- Skilled in survey design, quantitative analysis using Excel and SPSS, and translating data into actionable insights.
- Trained in evaluating group performance, presenting findings, and supporting data-driven decision-making.

WORK EXPERIENCE

Market Research | TTD ECOM Co., Ltd.

5/2024 - 7/2025

- Collected and processed customer and product data in ecom platform to support internal coordination and sales-related tasks.
- Analyzed customer and partner data to identify target segments and new opportunities.
- Converted research insights into actionable recommendations to support strategic business development.
- Collaborated with cross-functional teams to align messaging and content direction with audience insights and business goals.

Business Development Executive | Approi Ltd. Growth Marketing Agency

6/2023 - 3/2024

- Performed market analysis to uncover potential leads and strategic opportunities.
- Assisted in responding to customer inquiries and feedback through email and coordinated with internal teams for resolution.
- Collaborated with cross-functional teams to design tailored solutions and support campaign.

Sales Woman | eTeacher

1/2022 - 5/2022

- Communicated with clients to understand their training needs.
- Monitored consumer trends and interests to support course recommendations and consultation.

PROFESSIONAL SKILL

- Market Research & Trend Analysis
- Business Development
- Problem-Solving Mindset
- Attention to Detail

LANGUAGES

- Vietnamese
- English (B2)