

TRAN NGOC HUY

Ecommerce & CRM Specialist



CONTACT



0859 625 424



huyt00555@gmail.com



Binh Thanh District, HCM City



[linkedin.com/in/huytranngoc/](https://www.linkedin.com/in/huytranngoc/)

SUMMARY

A creative and business-minded professional with a strong foundation in data analysis and logical thinking, complemented by experience in project management and communication. Passionate about contributing to business growth, proficient in leading projects, fostering effective collaboration, and dedicated to achieving ambitious goals.

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EDUCATION	CERTIFICATE	SKILLS
<div><div>BACHELOR OF MARKETING</div><div>University of Economics & Law</div><div>Aug 2019 - Mar 2023 GPA: 8.32 / 10</div></div>	<div><ul style="list-style-type: none">• Toeic: 830/990• Data analytics foundation on Linkedin</div>	<div><ul style="list-style-type: none">• Strategic planning• Project management• Communication• Problem-solving</div>

WORKING EXPERIENCE

<div><div>CUSTOMER EXPERIENCE</div><div><i>(Customer Care - Promotion campaign - Data analytics)</i></div><div>FWD Vietnam</div><div>1. Marketing<ul style="list-style-type: none">• Planned and executed strategic campaigns focused on customer retention and persistence across the company.• Developed engaging customer interactions, including interactive games (e.g., lucky wheel, "1st-come, 1st-served" promotions).• Managed end-to-end execution of communication campaigns across various channels (e.g., social media, SMS, Email, internal communications).</div><div>2. Data analysis<ul style="list-style-type: none">• Prepare and analyze data for making business decisions (customer care activities, Voice of customers, promotion campaigns, premium collection,...)• Collaborated with the Data & Digital team to build a new CRM dashboard providing key insights into sales trends, customer segments & a Premium collection Dashboard.</div><div>3. Project Management<ul style="list-style-type: none">• Served as a PM, responsible for project management, following up with team members, stakeholders, vendors, and other factors to ensure the project is on track and within budget.</div></div>	<div><div>MAY 2023 - Present</div></div>
<div><div>CAMPAIGN PLANNING, INTERN</div><div>TAPTAP Vietnam - Loyalty solution app</div><div><ul style="list-style-type: none">• Plan, execute and set up campaigns (banners, rewards, games, discounts,...) on TAPTAP's operations.• Plan a Push Notification campaign, and ensure that is relevant to the user's needs to increase the Open Rate.• Keep track of campaigns during the timeline, detect and address problems immediately to maintain the best customer experience.• Collect, analyze, and visualize data to make reports on campaign performance.</div></div>	<div><div>Nov 2022 - Feb 2023</div></div>