



# NGUYEN THI TRAM ANH

SENIOR KEY ACCOUNT  
MANAGEMENT

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## OBJECTIVE

I am eager to join a team that excels in delivering exceptional products and services, where I can leverage my skills to enhance productivity and drive growth. With 5 years in the e-commerce sector, I am ready to implement effective revenue strategies for sellers and partners in the Vietnamese market. I thrive in dynamic environments and focus on further developing my management expertise. My experience assisting sellers through voting programs and strategic advertising enables me to foster strong relationships and achieve outstanding results. I look forward to making a significant impact together.

## EDUCATION

FINANCE BANK

UNIVERSITY OF FINANCE & MARKETING- UFM

2014 - 2018

## KEY ACCOMPLISHMENTS

### Managing Sellers Across Both Mall Platforms:

- Consistently achieving at least 118% of the 120% target for ADO/AdGMV each month.
- Driving quarterly revenue growth of 15% to 50% for each portfolio seller, with growth rates varying based on segment and seasonal trends.
- Our marketing solution consistently earns a perfect score of 120% each month, with an investment of around \$8,000 to \$14,000 monthly to boost marketing revenue, along with the implementation of annual JBP and CBP strategies for our top sellers.
- Providing paid advertising recommendations that help sellers increase their revenue from \$500 to \$4,500 per month (e.g. Routine, SSStutter, Hapas), resulting in a ROAS/ROI increase of up to 12% during Major Campaigns.
- Quarterly Performance KPIs: A, B+, B.
- Annual Performance: B+ (2022), B (2023).

## WORK EXPERIENCE

### ASSOCIATE BUSINESS DEVELOPMENT (MALL FASHION CLUSTER)

03/2022 - 11/2024

### SHOPEE VIETNAM

#### Main responsibilities:

- Data Analysis: Identify potential sellers and design business strategies to partner with seller
- Partnership Management: Facilitate and build relationships across various seller
- Process improvement: Research and Analysis: Weekly feedback from the seller to uncap their challenges and needs.
- Process Simplification: Streamlined processes and minimized administrative procedures to facilitate seller participation.
- Tool Provision: Developed an online campaign management platform through which Seller do data to self-monitor their activities.
- Partner Community: Meetups/workshops of partners to share learnings to get ideas and best practices to implement. Ensuring the Best Personalized Customer Experience

- Professional Customer Service: Ensure customers receive prompt and attentive support.
- Loyalty Building: Regularly organize customer appreciation programs and create loyalty programs.

**Achievement:**

- Uplift QoQ ~15% GMV of category level (Men clothes, Women clothes, Kids & Accessories) contribute 20% segment Mall.
- Develop 30% top sellers uplift 1.3x GMV and ADO in Q2 & Q3 with full metrics (Livestream, Packages, Affiliate).

**KEY ACCOUNT MANAGEMENT  
(HEALTH & BEAUTY CLUSTER)**

09.2020 - 11.2021

**LAZADA VIETNAM**

**Main responsibilities:**

- Project Management: Oversee the complete process from client acquisition to marketing and sales.
- Business Development: Identify new business opportunities and target areas for process improvement.
- Seller Management and Support: Work alongside brands such as Star kombucha, X-men, The Face Shop
- Price Planning: Combine monthly price lists from brands to effectively plan imports.
- Deal Hunting: Identify deals, submit financial services deals, and develop top SKUs for potential sellers. Create a dedicated page for brand partners during collaboration.
- MS Package Submission: Submit necessary packages when engaging with brands.
- Interdepartmental Collaboration: Work closely with other relevant departments such as Legal, Finance, Platform, and Logistics.
- Recognition and Achievements: Successfully planned a mega campaign that resulted in achieving top seller status and the highest sales on Lazada.

**Achievement:**

- Uplift QoQ ~15% GMV of category level (Health & Beauty) contribute 30% segment Mall and Marketplace.
- Mega campaign planning achieved top seller and has the best selling at Lazada

**KEY ACCOUNT MANAGEMENT &  
ONSITE MARKETPLACE (FASHION  
CLUSTER)**

03.2019 - 07.2020

**TIKI CORPORATION**

**Main responsibilities:**

- Hunting and onboarding potential sellers about 50-70 sellers per month to fulfill selections of cate.
- Incubate new sellers by supporting them to participate in promotions, marketing, and Tiki ads that makes sellers increases orders and revenues MoM.

**Achievement:**

- Successfully in onboarding top brands: Limeorange, Hạ Vàng, KK fashion, Mất Việt,... contribute 35% GMV of my new seller's list

**SKILLS**

Communication: Effective communication skills in multital and multilingual environments.

Problem Solving: Ability to analyze and solve complex problems creatively and e ciently.

Teamwork: Strong teamwork skills, colaborating with team members to achieve common goals.