



# LUU NGOC KHA TU

COMMERCIAL OPERATIONS EXECUTIVE ★

## PROFILE

The FMCG market in Vietnam is evolving rapidly, driven by the continuous entry of new brands and foreign investments (Vietnam Investment Review, July 2025). As a young consumer who frequently shops through modern trade channels, I have observed the strong expansion of supermarkets and convenience store networks — and I believe this will remain the leading channel in the coming years. With a background in Business Administration, I am eager to deepen my expertise in business analytics and channel execution to contribute to the sustainable growth of FMCG brands in the modern trade landscape.



## CAREER OBJECTIVE

- Short-term (2–3 years): To continue gaining hands-on experience and expanding my professional knowledge, while deepening my understanding of FMCG business operations within the Modern Trade channel. I aim to challenge myself through highly practical projects that enhance my skills in market analysis, negotiation, and key account management.
- Long-term (5 years): To complete an MBA program and achieve the HSK Level 3 certification in Chinese, thereby strengthening my managerial capabilities, strategic thinking, and cross-cultural communication skills — with the goal of advancing to managerial positions in the FMCG industry.



## CORE COMPETENCIES

- Regulatory & Legal Compliance in Trade Promotions
- Key Account Strategy & Planning
- Negotiation & Trade Terms Management
- Data-Driven Sales Analysis
- Cross-Functional Collaboration
- Change & Opportunity Management

## WORK EXPERIENCE

### Modiser Ltd.

09/2024 - 09/2025

*Client Management – Modern Trade (MT) and General Trade (GT) channels.*

#### Brand & Client Management

- Modern Trade (MT): BiC, Eikodo, and Pagoda in collaboration with retail chains including Co.opmart, Co.opXtra, Finelife (Saigon Co.op), Winmart, BRG Retail, and CVS networks such as Winmart+, Circle K, 7-Eleven, FamilyMart, B's Mart, Ministop, and Aeon Citimart.
- General Trade (GT): Budweiser (Anheuser-Busch InBev Vietnam), Thai Wah Vietnam, and Coca-Cola (CCBV) across grocery and HORECA channels

#### Key Responsibilities & Achievements

- Managed the end-to-end partnership lifecycle with key brands - from demand intake, sales planning, execution, to performance evaluation.
- Analyzed sales, inventory, and trade promotion (CTKM) performance data to generate insights that optimized marketing budgets and improved ROI by an average of +12% per year.
- Negotiated and coordinated trade promotion implementation with cross-functional teams (Finance, Logistics, Technical) to ensure timely and accurate execution at points of sale (POC).
- Monitored order progress and operational quality on the DMS system, maintaining an on-time delivery rate above 90% and ensuring accounting data accuracy.
- Collaborated on product listing, pricing proposals, and trade display management to strengthen product visibility and coverage.
- Conducted market and competitor analysis, providing regular insights to help brands adjust pricing and merchandising strategies.
- Tracked P&L performance by brand, prepared Payment Voucher (PV) documents, and managed trade budgets and promotion claims with >98% accuracy.
- Proposed operational improvements that reduced monthly reporting time by 30% and cut system errors by 15% during order processing.

## CONTACT

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## EDUCATION

2020-2024

UNIVERSITY OF ECONOMICS HO CHI MINH CITY (UEH)

- Bachelor of Business Administration (Full-time Program)
- English-taught Track
- GPA: 3.5 / 4.0

## ACHIEVEMENTS / PROJECTS

- UEH500 Scientific Research Award – 2023

→ Outstanding Project: “Proposal for Applying Odoo ERP Software to the Recruitment and Training Process at ICO International Joint Stock Company – Ho Chi Minh City Branch.”

- UEH Young Researcher Award – 2023

→ Research Topic: “Opportunities and Challenges for Vietnamese Enterprises in the Context of the EVFTA Agreement.”

## EXTRACURRICULAR ACTIVITIES

Green Summer Volunteer Campaign – University of Economics Ho Chi Minh City (UEH)

Volunteer | 2022 – 2023

- Organized monthly community and networking events for UEH students.
- Conducted social management skill training for local youth.
- Distributed monthly charity packages to underprivileged and homeless individuals.
- Participated in animal rescue and welfare activities.

# LANGUAGES & TOOLS

- **English:** TOEIC 755 – Proficient in business communication, email writing, and professional reporting.
- **Computer Literacy:** IC3 Certification – Skilled in Microsoft Office (Excel, PowerPoint, Word).
- **Business Software:** Knowledgeable in operational workflows and proficient in SAP, Kiot-Viet, Odoo, DMS, MISA AMIS, and FPT e-Invoice systems.
- **Other Certifications:** Build Your Skills in Client Service – LinkedIn Learning.

# SKILLS

- Problem Solving & Decision Making
- Teamwork & Time Management
- Negotiation & Influencing Skills
- P&L and Trade Budget Management
- Trade Promotion Execution
- Sales & Inventory Reporting

## Modiser Ltd.

02/2023 - 08/2024

*Sales Administrator – Modern Trade (MT) and General Trade (GT) channels.*

- Acted as the administrative focal point and provided operational support for the national Sales team, ensuring all documents, data, and reports were processed on time and accurately.
- Prepared, submitted for approval, tracked, and archived administrative documents including contracts, official letters, introduction letters, trade promotion announcements (CTKM), price adjustments, product disclosures, and testing results.
- Monitored, updated, and reconciled customer data, ID codes, and information on the SAP system to ensure synchronization across departments (Sales, Finance, Customer Service, and Supply Chain).
- Consolidated monthly work plans, travel expenses, and meeting costs for the national Sales team; coordinated with Finance and HR to ensure timely payment and proper record keeping.
- Supported KPI, incentive, and sales target calculations based on aggregated performance data; provided reports and insights to management as needed.
- Collaborated cross-functionally to provide data, reconcile discrepancies, and resolve operational issues efficiently.
- Managed both electronic and physical document archives in compliance with company policy; ensured readiness for internal audits or regulatory inspections.
- Handled ad-hoc administrative tasks assigned by management, ensuring clear communication and timely execution.

### Achievements:

- Standardized the document approval and filing process for trade promotions (CTKM), reducing document turnaround time by 30% and minimizing administrative errors.
- Maintained >98% accuracy in managing SAP records and sales data.
- Optimized reporting and expense-tracking workflows, saving approximately 25% of monthly processing time.
- Ensured 100% audit compliance for all documentation during internal and external reviews.
- Supported the execution of 50+ trade promotion programs annually across national Modern Trade (MT) chains, ensuring on-time approval and release schedules.

## Vinalearn English Center

02/2021 - 12/2022

*Teaching Assistant – Secondary & High Schools, Ho Chi Minh City*

### Key Responsibilities

- Assisted foreign teachers in lesson delivery, classroom management, and student engagement.
- Prepared learning materials, supported students during class, and provided academic guidance.
- Acted as a liaison between foreign teachers and school administrators to ensure teaching progress and curriculum alignment.
- Supported the organization of extracurricular activities, student assessments, and periodic grading.

### Key Achievement

- Recognized as “Most Favorite Teaching Assistant of 2022” for strong communication, student support, and adaptable classroom management skills.

*“Life is like riding a bicycle. To keep your balance, you must keep moving.” - Albert Einstein*