



Nguyen Thi Diem Quynh

Commerce Marketer & Up-selling & Cross-selling

quynh.nguyendiem1202@gmail.com

+84 77 875 9865

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

A Commerce Marketer with 1.5 years of experience in developing effective strategies, driving high-performance marketing, optimizing F&B up-selling, and boosting revenue growth for retail and service businesses.

Areas of Expertise: Marketing Strategy | Up-selling Marketing | Key Account Management | Copyright Collaboration | F&B Recipe Management | Inbound Marketing | Reporting and Analytics | Budget Management

Toolkit: Market Research and Trend Analysis | Campaign planning and Execution | Budget Allocation and Expense Tracking | Sales Tracking and Measurement | HubSpot Inbound Marketing | HubSpot Digital Marketing | HubSpot Social Media

Experience

Marketing Executive [@LOTTE Cinema](#) | Oct 2023 – Mar 2025

Overall Responsibilities & Achievement:

- Took responsibility in F&B Sales at LOTTE Cinema, including all beverage, popcorn, snacks, hot food, Combos relevant, Movie Combos, ... for all 45 locations.
- Responsible for optimizing daily sales performance, focusing on ACP, user engagement, admittance, receipts, total sales, maximum profitability, and economic cost efficiency.
- Directed 20+ marketing campaigns, achieving up to 101% of Lotte Cinema and SPVB's 2024 sales target, earning a 400M VND bonus from SPVB; Exceeded Nestlé's sales targets, reaching 135% for KitKat and 110% for Beverage Solutions, securing a 200M VND bonus; Led strategic partnerships with around 30 supply partners Nutifood, Lays, Cocoxim, Koikeya, Vinasnack, ... driving revenue growth and enhancing customer experience.
- Drove social media success, targeting more about video contents, generating 50,000,000+ engagements, gaining 6,000 new Facebook followers and 4,000 TikTok followers in 2024.
- Worked directly with factories in China to produce exclusive Movie Cups for Lotte Cinema, managing design selection, price negotiation, and logistics partnerships.

- Developed merchandise Movie Combos, contributing 35% of Lotte Cinema's total revenue, with special cup/ popcorn box/ keychain/ other souvenirs for Despicable Me (Minions), Doraemon, Conan, Deadpool, Captain America, Disney, Pixar, and more.
- Attended pre-screenings and release events to analyze market trends and industry impact, allowing for strategic product launches and sales optimization aligned with audience demand.
- Built a full menu price update for Lotte Cinema's F&B, optimizing pricing strategies for increased profitability.
- Implemented "Set Code to Cash" on the Sales System, ensuring seamless promotional redemptions, voucher tracking, and revenue accountability across all 45 locations.
- Launched high-impact promotional campaigns, offering exclusive giveaway gifts (voucher calendars, mini handheld fans, Mid-Autumn lanterns, special pencils, blind boxes featuring trending Lotte Cinema characters).
- Created experiential marketing activations, including photo booths, Tet minigame MC hosting, Tet mascot events, and interactive engagement strategies to boost audience retention.
- Launched three highlight new cinema food products, introducing Grilled Squid, Zero Sugar Popcorn, and Breadsticks to enhance customer choices.
- Developed and implemented a new Pickup-Order System at Lotte Cinema, streamlining customer service and improving efficiency.
- Delivered major merchandise (copyright cost) success, producing 40,000 Lật Mặt 7 cups, generating 13 billion VND in profit with zero copyright cost, and selling out 5,000 Gặp Lại Chì Bàu cups in just one day, ...

Accounting Intern @Con Cung | Jun 2022 – Aug 2022

- Assist the Accounting department by checking the accuracy of invoices on the internal system and importing invoice data to the accounting system
- Check and count for International trade documents: Commercial Invoice, L/C, B/E, B/L, Insurance,...

Volunteer

Content Creator @FTU Zone | 2020 - 2021

- Create ideas (content) for media posts on the fanpage of FTU Zone - Voice of FTUers,

write captions

- Lead the project for Tet 2021 "Tet Trau Bau", achieved 10,000 engagements
- Directly run the Talkshow "Time Zone No.

25" on 12/12/2020 and "Y la... Series - Honoring the unique qualities of youth" on April 23, 2021

- Increasing 10K followers on FB page after one year (from 46K to 56K followers)

Content Creator [@FTU REIT](#) | 2021 - 2023

- Create ideas (content) for posts on REIT fanpage - FTU2 Real Estate Club

- Celebrate in the online Workshop event "Merry REITmas - Unwrap The Present" on Dec 26, 2021

- "Best Performer" of the Communication - Technology Department in 2021

- Build successfully a "start-up club", raise more than 2,000 likes of REIT's page

Education

Bachelor of International Finance [@Foreign Trade University](#) | 2020 - 2024

Rank: Good

HubSpot Inbound Marketing Certification | HubSpot Digital Marketing Certification | HubSpot Social Media Certification | ACCA F8 Candidate

Skills

- Proven expertise in executing inbound and promotional campaigns while analyzing their effectiveness.
- Collaborate with merchandisers and key account managers, overseeing budget fund sponsorships, sales commitments, marketing strategies, and media coordination.
- Extensive experience in marketing promotions, including concept development, audience targeting, pricing strategies, and competitive analysis across industries such as Commerce Marketing, F&B Sales, and Key Account Management.
- Strong ability to collaborate internally across departments and externally with partners to ensure seamless execution of marketing initiatives.
- Well-versed in trend analysis and product innovation, ensuring relevance and appeal to youth audiences.
- Highly creative, adaptable, and committed to continuous learning.
- Fluent in English and Vietnamese; basic proficiency in Chinese.