

# NGUYEN YEN NGOC

## E-Commerce & CRM



### PROFILE

A dynamic Account Executive with a background in International Business and hands-on experience in retail, customer service, and campaign coordination. Strong communication and problem-solving skills with the ability to collaborate cross-functionally and deliver consistent operational results. Seeking opportunities in E-commerce Operations within brand-side environments.

### WORK EXPERIENCES

#### KA KONCEPT

03/2025 – Present

##### Retail & CRM Executive

- Provide in-store & online consultation and customer service (TikTok, Facebook, Zalo)
- Coordinate with Creative/Marketing to support product launches and traffic-driving campaigns
- Manage inventory and purchase requests to ensure stock stability
- Collaborate with influencers/KOLs for communication campaigns (reviews, posts, events...)
- Plan budgets and execute events, workshops, and brand partnerships
- Write scripts & assist in production of product livestreams
- Propose & personalize gifting messages for KOLs, VICs, and loyal customers

#### TBA COMMUNICATION

09/2024 – 02/2025

##### Account Executive

- Gather and analyze client briefs; assist in project direction
- Coordinate with Creative & Planning teams to propose event ideas
- Source vendors & negotiate pricing for purchasing or renting goods/services
- Write proposals, prepare presentations, and finalize deliverables
- Create timelines, production plans, and coordinate team members
- Script MC & brand presentations
- Supervise quotation, budgeting & payment progress
- Compile project documents, handle client feedback & reporting


#### PENALTY

09/2023 – 01/2024


##### Product Admin Support

- Setup products on websites and platforms: Etsy and Amazon
- Manage accounts on e-commerce platforms
- Write product descriptions
- Respond to customer messages and reviews
- Tracking orders

 Born: 2002

 (+84) 912 596 406

 nguyenyennngoc2802@gmail.com

 District 4, Ho Chi Minh City

### EDUCATION

#### BACHELOR OF INTERNATIONAL BUSINESS

- University of Finance and Marketing (2020 – 2024)
- GPA: 3.37/4 – Graduated with honors

### SKILLS

- Communication & problem-solving
- Time management & task organization
- Office IT (MOS certified)
- Intermediate English
- Basic visual editing (Photoshop, Capcut, Canva)