



## CAO HUU PHUOC

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### PROFESSIONAL SUMMARY

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Detail-oriented Trade Marketing Executive with over 3+ years of hands-on experience in the retail sector, specializing in campaign execution, POSM deployment, and omnichannel shopper engagement.

Well-versed in retail operations and merchandising across Modern Trade and Online platforms, with a proven record of delivering sales impact through actionable marketing strategies.

Recognized for a can-do attitude, fast learning ability, and strong ownership mindset—able to work independently under high pressure while ensuring cross-functional alignment and in-store excellence.

### OBJECTIVE

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Eager to take on new challenges in a dynamic retail environment where execution speed and cross-team collaboration are key to success.

Seeking a role where I can apply my retail execution knowledge, data-driven mindset, and hands-on approach to deliver impactful promotions and ensure flawless in-store implementation across high-volume retail networks.

Motivated to grow within a high-paced organization by taking initiative, embracing challenges, and contributing with both strategic insights and hands-on execution.

### SKILLS

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- **Trade Marketing Expertise:** POSM strategy & deployment, activation, shopper engagement, IMC campaign coordination, cross-channel promotion execution
- **Tools & Systems:** Microsoft Excel (Power Query, Power Pivot, Pivot Tables), PowerPoint, CRM platforms.
- **Business & Execution Skills:** Campaign performance analysis, budget management, market research, cross-functional collaboration, project coordination
- **Languages:** Vietnamese, English

### WORK EXPERIENCE

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**Mitsubishi Chemical Cleansui**, Ho Chi Minh City, Vietnam

**Senior Trade Marketing Executive**

Jul 2022 – Apr 2025

*#1 Water Purifier Brand in Japan, operating in 30+ countries, targeting high-end consumers.*

- Executed integrated omnichannel campaigns spanning online platforms (Facebook, eCommerce, CRM flows via ZNS/SMS) and offline retail (shelf displays, promoter engagement, activations at venues like Malls, Golf courses). Ensured message consistency and campaign alignment.
- Led the full-year Trade Marketing planning process, including annual budget allocation and monthly promotion schemes across Modern Trade (MT), B2C (online), and After-Sales channels—contributing to a 20% YoY increase in sell-out.

- Collaborated with Sales Manager and Digital Marketing Leader for forecast planning and financial alignment across category segments. Supported product sell-out through activation toolkits and tailored in-store events.
- Collaborated with Accounting, Sales, and Operations teams to follow up on trade-related credits including sell-out discounts, POSM and digital marketing support, and in-store promotion costs, while maintaining display checklists as payment basis for MT customers.
- Managed POSM development, vendor production, and ensured in-store execution alignment across departments. Monitored daily sales and promotional spending, collaborating with Sales Managers to track progress, identify issues, and recommend timely adjustments. Led weekly and monthly reporting to drive continuous improvement and future planning.
- Worked with internal stakeholders such as Brand, Sales teams to define and implement planogram layouts for promotional visibility. Participated from early concept discussions, followed up progress, coordinated with PGs, and monitored daily display status.
- Conducted regular store visits to ensure consistent execution of promotions and planogram compliance.

**MT Group**, Ho Chi Minh City, Vietnam

**Junior Trade Marketing Executive**

May 2021 – Jun 2022

*Distributor of premium automotive accessories & safety solutions across Vietnam and international markets.*

- Developed creative briefs and managed end-to-end POSM production across 50+ retail locations, including customer consultation, design review, vendor coordination, and on-site execution—ensuring brand consistency, increased shopper engagement, and on-time delivery.
- Implemented a standardized POSM guideline in collaboration with Creative, Brand, and Sales teams—defining display conditions, materials, and sizing for 200+ dealers, enabling brand consistency and saving time during new dealer onboarding.
- Oversaw budget planning and allocation for trade activities, aligning spend with campaign priorities while maintaining strict cost control across production and activation.
- Led vendor sourcing, quotation analysis, contract negotiation, and quality assurance to ensure efficient and high-standard deliverables across campaigns and POSM rollouts.
- Supported strategic product launch efforts, including end-to-end coordination of a dealer-focused event for 500+ participants, contributing to 115% of sell-in KPI and boosting brand visibility across national partners.
- Produced performance reports and trade planning documents to inform decision-making, aligning campaign insights with future strategy and execution improvements.

## EDUCATION

**Bachelor of Marketing – Communication Marketing**  
University of Finance and Marketing, Ho Chi Minh City  
Graduated: July 2022

- **Honors:** University Scholarship (2020)

**Certificate – Data Processing & Analysis with Excel**  
University of Science, Ho Chi Minh City  
Completed: 2024 (3-month program)

**Certificate – Fundamentals of Digital Marketing**  
Google Digital Garage  
Completed: 2021

## REFERENCE

**Tran Pham Y Nhi**  
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