

Nguyễn Thanh Tuấn

HUMAN RESOURCES

0

0932475475

💄 Male

lacksquare

nguyentuan24102003@gmail.com

Binh Thanh District, Ho Chi Minh City

CAREER GOALS

Strive to design and manage multi-channel marketing campaigns that deliver a cohesive and seamless customer experience across all digital touchpoints. This goal requires a deep understanding of each channel's strengths and how they can work together to create a unified brand narrative that resonates with diverse audience segments.

EDUCATION

DIGITAL MARKETING

SAI GON INTERNATIONAL UNIVERSITY

09/2021 - 09/2025

GPA: 3.6

WORK EXPERIENCE

STARBUCKS - SUPERVISOR

10/2021 - 04/2024

STARBUCKS VIETNAM

Reporting: Create dynamic weekly reports using digital tools, streamline merchandise and inventory tracking, and monitor finances with real-time analytics. Team Management: Foster collaboration, use digital platforms for communication, and encourage innovation by leveraging the team's creativity. Customer Management: Focus on excellent customer service through engaging

training, utilize social media for customer connection, and ensure the team is empathetic and efficient, especially during closing shifts.

MOMO - HR INTERN

06/2023 - 09/2023

момо

- -Communication and Recruitment: Build relationships and promote employer branding to attract candidates, with success measured by hires.
- -Data Management:Analyze candidate data, utilize ATS, and strategically plan recruitment efforts similar to marketing campaigns.

MUJI - VISUAL MERCHANDISER

09/2023 - 03/2024

MUJI RETAIL VIETNAM

- -Master MUJI's display concepts to train new staff effectively.
- -Design and present sales oor layouts using sketches or CAD.
- -Ensure merchandise aligns with company guidelines.
- -Collaborate with various departments on strategies.
- -Monitor sales performance and conduct market research to share insights

SOCIAL ACTIVITIES

COFFEE TASTING, SPECIALTY COFFEE STARBUCKS

10/2021 - 04/2024

Enhance Enjoyment: Discover personal preferences for specific types of coffee. -Gain knowledge about coffee production, brewing methods, and how they influence the final cup.

-Share and discuss coffee experiences with others, creating a community around coffee appreciation

SKILLS

- -Word, Power&Point, Excel.
- -Fluent English communication skills.
- -Basic editing with canva or adobe tools.
- -IELTS: 6.5

AWARD

Coffee Master Starbucks Vietnam

2022

