



## PROFILE

An experienced Ecommerce and Retail traveller with 10 years of expertise in data analysis, consumer insights, and merchandise strategy across FMCG, Fashion, and Jewelry. Passionate about helping SMEs build a strong merchandising foundation and scalability.

**DAY OF BIRTH:** 22-01-1992

## CONTACT

PHONE:  
0903 704 858

EMAIL:  
[huongngocpt@gmail.com](mailto:huongngocpt@gmail.com)

# PHAN THI HUONG NGOC

## PRODUCT STRATEGY EXPERT

### WORK EXPERIENCE

#### CAO FASHION – PNJ GROUP

##### CATEGORY MANAGEMENT

03.2023 – Present

- **Product Positioning:** Define product categories, pricing ranges, design direction, competitive advantages, and target customer segmentation to ensure brand positioning alignment and business growth.
- **Pricing & Market Positioning:** Set competitive pricing based on brand positioning, market trends, and competitor benchmarking to maximize profitability and customer appeal.
- **Product Portfolio & Inventory Management:** Structure product assortment and determine optimal inventory levels for each category, ensuring efficient stock allocation across distribution channels.
- **Collection Launch:** Develop launch timelines for new collections and oversee the creation of primary visual assets to establish a strong market presence.

##### SENIOR MERCHANDISE STRATEGIST

05.2020 – 02.2023

- **Product Strategy & Planning:** Develop and execute merchandise strategies for 20+ international watch brands, aligning with customer preferences and business goals.
- **Market & Sales Analysis:** Analyze sales performance, customer insights, and market trends to anticipate demand and optimize product offerings.
- **Brand & Inventory Management:** Negotiate and implement brand mapping across 90+ stores, ensuring effective visual merchandising and stock availability.

##### BUYING ANALYST MANAGER

01.2019 – 04.2020

- **Buying Strategy & Budgeting:** Develop open-to-buy plans and forecast purchasing budgets for 20+ watch brands, including Longines, Gucci, Tissot, Citizen, and Casio.
- **Stock & Promotion Management:** Monitor inventory flow, initiate markdown strategies, and propose clearance sales to optimize stock levels and drive revenue growth.

#### ONPOINT E-COMMERCE

##### SOURCING TEAM LEADER

06.2018 – 12.2018

- **Demand Planning & Forecasting:** Build predictive models for sales demand across 30+ brands in FMCG, Beauty, and Home Living categories.
- **Supply Chain Optimization:** Oversee procurement and distribution of 3,000+ SKUs from suppliers to warehouses, ensuring cost efficiency and timely replenishment.
- **E-Commerce Logistics Management:** Streamline supply flows from suppliers to leading e-commerce platforms (Lazada, Shopee, Tiki), enhancing operational efficiency.

---

## LAZADA VN

### PROJECT MANAGEMENT OFFICER

01.2018 – 06.2018

- **E-Commerce Growth Initiatives:** Coordinate and launch large-scale projects (Mega Sales, website enhancements) to drive customer engagement.
- **Process & Execution Management:** Develop structured project plans, troubleshoot operational challenges, and ensure timely execution of key initiatives.
- **Stakeholder Communication & Training:** Train teams on new digital features and provide real-time project updates to senior management.

### RETAIL ANALYST AND CONTROLLER

09.2016 – 12.2017

- **Sales & Profitability Analysis:** Track and analyze commercial reports, including sales performance, profitability, and brand partnerships.
- **Inventory & Pricing Control:** Monitor stock levels, price competitiveness, and sales targets, ensuring alignment with financial goals.

### SOURCING OPERATION CONTROLLER

11.2015 – 09.2016

- **Supplier & Inventory Coordination:** Manage purchasing orders and supplier operations for 20+ vendors, ensuring on-time and error-free deliveries.

### KEY ACCOUNT SUPPORT

05.2015 – 10.2015

- **Seller Development & Onboarding:** Support 20+ watch brands in launching e-commerce stores on Lazada, enhancing their digital presence and sales performance.

## EDUCATION

---

### Van Lang University

2011 – 2015

Bachelor Degree – **International Commerce**

Graduated as Valedictorian with a GPA of 8.35

## SKILLS

---

Product Strategy



Data Analytics



Customer Insights



Pricing Strategy



Demand Planning

