



PHẠM THỊ HOÀI LINH

Circle K

Food Service Category Staff

ABOUT ME

With hands-on experience in cross-functional collaboration and in-store execution across multiple retail locations, I aim to leverage my background in brand layout optimization and product assortment planning to contribute effectively as a Food Service Category Staff at Circle K. I am committed to driving category performance through data-informed strategies and seamless operational support.

EDUCATION

Foreign Trade University

Bachelor of International Business Economics.

2019 - 2023

SKILLS

Analytical and Research

High-pressure resistance

Problem-Solving

Teamwork

Time management

Basic Chinese

CONTACT

☎ (+84) 346 326 812

📧 [LinkedIn](#)

✉ hoailinhvn06@gmail.com

📍 District 2, HCM City

EXPERIENCE

○ Space Planning at HSV Group Jun 2024 - Apr 2025

- Collaborated with Visual Merchandising and Category teams to optimize brand layouts across 23 Beauty Box stores, enhancing in-store engagement.
- Proposed new brand listings based on layout performance and space utilization efficiency.
- Ensured timely coordination and execution of visual updates across stores, aligning with brand objectives and marketing initiatives.

○ Merchandiser at Longdan Ltd Oct 2022 - Jun 2024

- Managed planograms across 3 stores, optimizing category placement in line with evolving consumer behavior and marketing strategy.
- Partnered with Marketing to create and implement in-store category signage for better customer navigation.
- Worked with Purchasing team to understand Health & Wellness products and successfully rolled out layouts to 13 stores.