



HUỲNH ĐOÀN MINH NGỌC

FOOD SERVICE CATEGORY STAFF

Passionate about retail and consumer behavior, I aim to apply effective merchandising strategies to drive customer engagement and business growth. My strengths in analytical thinking, attention to detail, and a proactive mindset – together with skills in sales analysis, market performance tracking, and supplier negotiation, these strengths support me in delivering high-quality work and contributing effectively as a Food Service Category Staff.

EDUCATION

UNIVERSITY OF ECONOMICS HO CHI MINH CITY

Oct 2022 - Mar 2026

Commercial Business

GPA: 3.58

EXPERIENCE

LOTTE MART VIETNAM

May 2025 - Now

LOTTE Mart, a retail brand of LOTTE Group, currently operates a chain of 15 supermarkets in Vietnam.

Merchandise Intern

- Managed **1,000+ SKUs** in the Dairy & Frozen category and maintained strong relationships with **50+ suppliers**.
- Maintained **99% inventory** accuracy while supporting order management, coordinating store-supplier requests, and ensuring smooth order-to-delivery operations across 15 stores.
- Handled all product listing documents and sample workflows, supporting the approval of **50+ new supplier contracts** within 6 months.
- Collaborated closely with QA to validate product quality and expand qualified SKUs, contributing to a **5% monthly increase in SKU count**.
- Tracked market information and analyzed competitor pricing, promotions, and new SKUs to support strategic decision-making.
- Supported product recommendations for promotion programs, catalogues, and related marketing activities.

TINY BRACELET

Oct 2024 - Dec 2024

An E-commerce course project designed to operate like a real business.

- Accomplished **207% of sales KPIs** by developing a seasonal/monthly sales plan and promotional programs aligned with current trends and events.
- Achieved **168 out of 173 total orders** by creating attractive and competitive pricing strategies for both individual products and combo sets.
- Coordinated with cross-team resources to promptly address customer needs and challenges.

ADDITIONAL INFORMATION

- **Skills:** Communication, Data analysis, Adaptability, Problem-solving, Time Management, Attention to Detail, Research, Presentation, Writing.
- **Certifications:** Office Informatics (IC3 GS5), TOIEC (815).
- **Awards/Activities:** UEH Young Researcher Awards 2025 - C Prize, Scientific Research Program KQM-AR 2024 Awards - A Prize, The City-level Literature Excellent Student Contest 2021-2022 - The First Prize.

CONTACT

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