

Nguyen Kieu Nhi

Mobile: 070 3935 549 | Email: nguyengkieu0712@gmail.com

EDUCATION

HCMC University of Technology and Education

- Bachelor of E-commerce 2019 - 2023
 - Cumulative GPA: 8.51/10 | TOEIC: 855/990
 - Received the title "Student of 05 merits" at university in 2021

PROFESSIONAL EXPERIENCE

Kleen-Pak Industries (Vietnam) Co., LTD

Full-time job

June 2024 – Present

- *E-commerce Specialist*
 - Develop and execute e-commerce growth strategies for a new wet wipes brand, launched in 2024
 - Regularly track and analyze shop operation metrics, including order completion rates, customer service satisfaction levels, and compliance with guidelines, to enable proactive measures
 - Proactively address customer inquiries, concerns, and feedback to maintain high levels of customer satisfaction
 - Manage and optimize KOC bookings to maximize campaign performance
 - Monitor and adjust keywords and bids when running in-platform Shopee ads
 - Analyze data and report weekly on campaign performance to identify areas for improvement

Tiem Do Thang 4 – A local fashion brand

Full-time job

May 2023 – May 2024

- *E-commerce Executive*
 - Managed e-commerce operations for the brand across various e-commerce channels, including Shopee, TikTok, and Lazada
 - Developed and executed monthly promotion plans that included strategic use of sales pricing, vouchers, and gift-with-purchase offers. This resulted in an up to 5% increase in average order value and generated a 15% uplift in sales during key promotional periods
 - Managed 10+ e-commerce projects, including new collection launches, online promotional campaigns, and livestream projects, achieving 100% on-time delivery, resulting in up to 20% decrease in operational costs; fostered alignment across departments for successful project execution
 - For Livestream projects: Worked closely with BD representatives from Shopee and Lazada to secure livestream benefits (vouchers, paid advertising, commission for KOCs); create a list of promotional prices for the products and prepare gifts for customers when needed
 - Leveraged customer data and behavior insights, analyze overall brand experience to develop targeted product adjustments and marketing campaigns, leading to a 15% reduction in the return rate and a 3% increase in repeat purchases
 - Presented key findings from campaign reports to stakeholders and made data-driven recommendations for future marketing strategies
 - Managed inventory levels to ensure stock availability and minimize stockouts

Grab Company Limited

Internship job

Sep 2022 – Mar 2023

- *Campaign Operations Intern*
 - Coordinated of 70+ marketing campaigns per month, including promotional offers, discounts, and seasonal campaigns to drive customer engagement and orders on the GrabFood & GrabMart platform
 - Identified and addressed potential challenges or roadblocks that could impact the successful execution of campaigns, proposing solutions and adjustments as needed
 - Worked closely with cross-functional teams such as marketing and sales to ensure seamless campaign execution and alignment with broader business objectives, product engineers to update system knowledge and troubleshoot system issues

EXTRACURRICULAR ACTIVITIES

Volunteer Network for Entrepreneurs and Startups (VNES)

Nov 2019 – Jan 2021

- *Head of the Program Department*
 - Led and managed a team of 8 members to research the market and track competitor activities
 - Proposed innovative programs for students based on the research and competitor analysis
 - Developed master plans and program document kits
 - Collaborated with 18 members across 4 teams to plan the implementation

ACHIEVEMENTS

- **Product Management Challenge 2022 | Top 5**
Organized by: AIESEC & MoMo – Jul 2022
- **VNG Product Case Challenge | Top 10 (Fintech track)**
Organized by: VNG Corporation – Apr 2022
- **D-Race 2021 – A Digital Marketing Competition | 1st Prize**
Organized by: AIESEC & ESCUTE – Nov 2021