



HAN, NGUYEN HONG GIA

📍 Ho Chi Minh City

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I am a Marketing Enthusiast with 3+ years of experience in marketing, retail, CRM and commercial, passionate for providing innovative marketing solutions.

Referee: Available upon requests

EDUCATION

FOREIGN TRADE UNIVERSITY

Bachelor's, International Business Economics – **GPA: 3.62/4.0** (Excellent).

Honor: Academic scholarship awarded to top 3% excellent students of the faculty in 2 semesters.

SKILLS HIGHLIGHTS

- **Professional Skills:** Strategic Planning, Digital Knowledge, Data Analysis, Partnership Management, CRM, FMCG Knowledge.
- **Technical Skills:** Google Suite, Microsoft Office, Adobe, Canva, Capcut, Power BI.
- **Language:** English (IELTS 7.5), Chinese (HSK4 equivalent), Japanese (N4 equivalent).

WORK EXPERIENCE

CENTRAL RETAIL IN VIETNAM

Jan 2023 – Present

Participated as a Management Associate – rotates within Marketing in retail industry. Now is CRM Lead.

CRM Lead cum Marketing – Central Brands & Specialties Vietnam

Jul 2024 – Present

Report: directly report to Dept Head & CEO

Loyalty Program Design & Engagement :

- Oversee the loyalty program, in charge of designing O2O customer journeys, defining touchpoints, conducting customer segmentation, and managing CRM system.
- Coordinate with Commercial and Brand teams to diversify creative and attractive schemes / gifts / campaigns to increase app downloads, user acquisition, active user rates, and retention.
- Collaborate across functions to manage the pre- and launch campaigns for new loyalty programs.
- Work with technical vendors and internal IT Team to develop and launch a new CRM mobile application.

Customer Intelligence & Analytics:

- Develop automated analytic dashboards to frequently update sales performance, margins, customers insights and channel trends to effectively monitor and come up with initiatives to drive sales growth
- Conducted market research on consumer behavior, trends, and competition to define and propose suitable marketing approach / campaign big ideas to raise higher brand awareness to our customers.

Brand Marketing & Digital Marketing:

- Developed and executed 360-degree brand strategy (digital, in-store, ATL, BTL, KOLs, etc.) across channels.
- Led 3 key digital branding campaigns for new product launch achieving 200% – 300% KPIs on all social metrics.
- Partner with cross-functional internal teams and external stakeholders to execute thematic marketing campaigns.

Achievement:

- Successfully delivered on-time and thorough customer insights' reports to support marketing and ecommerce strategy decision making.
- Got approved on the proposed new loyalty master plan to prepare for launching at the end of this year.
- Successfully innovated and led the sports CSR campaigns to sponsor 100Mil+ products to orphanages.

Report: directly report to CEO

Market Research & Customer Insights:

- Directly work with store teams / FMCG companies’ field teams to conduct regular market visits to keep up with product availability, pricing, visibility, and competitor activities in GT, MT and omni channels.
- Coordinate surveys and in-depth interviews with GT shoppers and MT store teams to understand purchase motivations, loyalty factors, and pain points.

Commercial & Category management:

- Manage the Commercial activities for FMCG Category (GT channels) in terms of assortment, commercial offers, price positioning, and market intelligence to ensure competitive and attractive offers compared to competitors.
- Monitor sales and margin performance through automated analytic dashboards for Key-value items to achieve target commercial margins.
- Lead & implement innovative projects in partnership with GT retailers and Omni retailers.

Marketing & CSR:

- Lead the marketing activities for bi-weekly catalogues (in-store, digital, etc.).
- Work directly with the store teams / FMCG companies’ field teams to set up trade marketing activities to ensure product visibility and availability, drive footfall, and capture customers’ feedback.
- Collaborate with Central Retail Group’s global and local CSR Teams to organize a series of CSR events with FMCG Companies.

Achievements:

- Successfully uplifted 4 pilot stores’ net sales to approximately 105% within the Phase 1 of B2B project by creating attractive commercial offers and targeting the right customers’ insights.
- Successfully led 3 marketing events in stores to drive stores’ sales and traffic by 11% and 23%, respectively.
- Successfully organized more than 10 in-depth interview / focus group / customer conference to develop deep understanding of customers and channels.

MERCEDES-BENZ VIETNAM / INTEL PRODUCTS VIETNAM

Jan 2022 – Dec 2022

Employer Branding

- Developed partnership and campus events with universities to expand the young talent pools.
- Managed campus events, job fairs, career social fanpages and landing pages on job board websites.

LEADERSHIP & ACTIVITIES

LOGISTICS STUDYING CLUB IN FTU HCMC

Content & Partnership Director of “GIUA DAI LO CUNG UNG” Podcast

- Led a team of 3 members to plan and coordinate contents and partner with speakers across different industries.

Recruitment Project Leader

- Led a team of 60 members to plan and organize the recruitment events with highest number of applicants in club’s history.

Head of R&D Department

- Led a department of 20 members to create topics related to content building of club events through years.

CERTIFICATES

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| • Fundamentals of Digital Marketing | (Google Garage, 2021) |
| • Micro-Master of Marketing in a Digital World | (Edx, 2025) |
| • Marketing Strategy Specialization | (Coursera, 2024) |
| • Marketing Mix Implementation | (Coursera, 2024) |