



THAO NGUYEN

PROFESSIONAL SUMMARY

Results-driven Ecommerce Assistant Manager with extensive experience in commercial planning, inventory management, and data analytics. Skilled in leading cross-functional teams, optimizing customer experiences, and driving revenue growth. Proficient in developing and implementing effective sales strategies for online channels. Seeking to utilize strong leadership and analytical abilities to drive success in a challenging ecommerce sales management role.

CONTACT

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WORK EXPERIENCE

Assistant Ecommerce Manager | July 2024 - Current

Norbreeze Collective Asia, Vietnam

Industry: Jewelry (Brand: Pandora)

- Oversee the day-to-day management of ecommerce D2C website operations including onsite visibility, inventory & order management
- Lead cross-functional teams in executing ecommerce campaigns, including digital marketing and customer experience initiatives.
- Develop and implement ecommerce sales strategies to achieve revenue targets, with a focus on D2C channels and social commerce.
- Manage promotion/operations investments and P&L performance
- Monitor and analyze key performance indicators (KPIs) to evaluate the effectiveness of ecommerce strategies and optimize sales performance.
- Manage relationships with external partners.
- Collaborate with marketing, IT, and customer service teams to enhance website functionality and improve user experience.
- Lead commercial, operation team of 11 members, providing guidance and training to achieve sales targets.

Ecommerce Specialist | May 2021 - July 2024

AB Inbev, Vietnam

Industry: Beer (Brand: Budweiser, Hoegaarden, Corona, Leffe)

- Developed and implemented sales strategies for online D2C channels and ecommerce platforms.
- Managed digital marketing activities and CRM planning.
- Collaborated cross-functionally to ensure seamless online customer experience and efficient inventory management.
- Analyzed market trends and competitor activities to identify growth opportunities.
- Utilized data analytics tools to monitor sales trends and generate actionable insights.
- Led the development and management of social commerce platforms, enhancing brand visibility and customer acquisition.
- Optimized promotion/operations investments and P&L performance.
- Established and maintained strong relationships with key ecommerce platforms.
- Oversaw customer database management and formulated customer service templates for e-distributors.
- Led a team of sales associates, providing guidance and training to achieve sales targets.

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WORK EXPERIENCE

Ecommerce Sale & Operation Executive | Apr 2020 - Dec 2020

Trung Nguyen International

Industry: Coffee (Brand: G7 Coffee, King Coffee)

- Develop and operate new stores Shopee – Lazada in Singapore.
- Managed a portfolio of online accounts, driving sales growth through proactive communication, product recommendations, and promotional strategies.
- Improved stock movement efficiency by at least 14 days of DOI by managing third-party warehouses.
- Provided exceptional customer service, resolving inquiries, processing orders, and ensuring a seamless online shopping experience.
- Conducted performance analysis and implemented corrective actions for underperforming products.
- Collaborated with marketing teams to develop content and promotional materials.
- Achieved a significant increase in net sales and revenue, up by 594% in the first six months of 2020

Ecommerce Sale & Marketing Representative | Sep 2017 - Sep 2019

NPS., Ltd

Industry: Sporting Goods & Fitness Accessories (Brand: A2ZCare)

- Managed Amazon store operations, including forecasting and promotion planning, resulting in a 259% increase in sales.
- Stayed updated on industry trends and best practices, attending webinars, workshops, and conferences to continually enhance skills and knowledge.
- Utilize data-driven insights to optimize product listings, pricing strategies, and promotional campaigns on various eCommerce platforms.
- Successfully relaunched three slow-moving products, resulting in a significant sales increase and top three best seller rankings.

EXPERTISE

- Ecommerce Platform Expertise
- Strategic Planning & Business Acumen
- Digital Marketing (Ads, SEO, EDM)
- Inventory & Warehouse Management
- Customer Relationship Management
- Data Analytics & Reporting tool (GA4, Excel Modeling, KPI tracking)
- Customer Experience (CX)
- Team & Stakeholder Management
- P&L Optimization
- Content management system (CMS)
- Problem-Solving & Adaptability
- Communication & Negotiation
- Knowledge of Industry Trends

ACADEMIC HISTORY

Ton Duc Thang University | 2013-2017

Bachelor of Business Administration

LANGUAGE

English ————— Fluent

REFERENCES

Available upon request.