

NGUYỄN THẢO PHƯƠNG

Profile

I am a dynamic and results-driven Business Development with 4 years of experience in developing and executing effective online business strategies.

Experience

GOLDEN GATE GROUP

Sep 2024 - Dec 2024

Senior Product Development

- Operations and implementation (50%); Handling arising issues (30%); Market research + Product development + Admin tasks (20%)
- Conducting market research in the food industry, understanding trends and market demands to propose and develop suitable dishes
- Implementing menus, calculating costs, setting prices, and proposing effective business strategies
- Proposing solutions to optimize material usage within the system as well as ensuring the quality of dishes in restaurants
- Coordinating with and guiding Procurement and QA in monitoring the quality of incoming raw materials from suppliers

SHOPEE VIETNAM

Mar 2020 - Aug 2024

Key Account Management

- Ensure ambitious growth of sellers based on key assortment opportunities, platform promoted campaigns
- Client Advisor: Propose solutions with a commercial focus, educate sellers on Shopee features, investment, and market insights
- Coordinate with internal departments (3PL, QC, CX,...) to ensure merchants operates smoothly on platform

Achievement

- Seller Growth: Seller increased ADO (Average Daily Order) from 60 to 500 within 1 year
- Rank A in Quaterly KPI (Q3/2022, Q2/2024)
- Cluster Day Program: Uplift 10-15% Orders on D-day compared to the previous week

Projects

Vị Việt - Quà Tết truyền thống

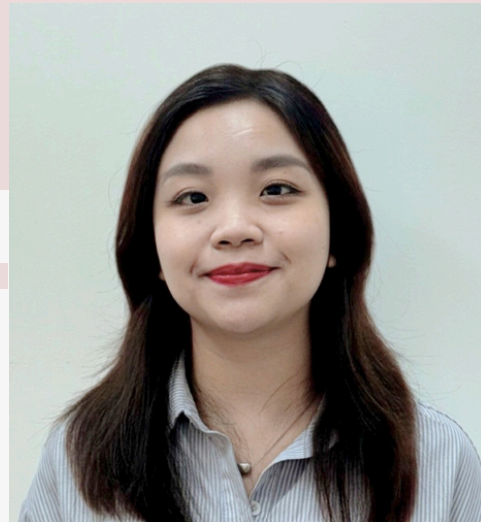
Founder

Providing Lunar New Year gift sets designed for small and medium-sized businesses, including: product design, customization according to customer needs, and implementing marketing plans for the products.

Chicbang - Chicken shop

Founder

Merchant available on ShopeeFood (formerly Now Delivery) and Instagram, ranked among the top favorite shops in June 2018



Education


Bachelor of Business English


Foreign Trade University

Skills

- Problem-Solving
- Good Communication
- Innovation and Creativity
- Cross-Functional Collaboration

Contact

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