TRẦN THỊ VIỆT NGA

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With 4 years of experience in the e-commerce industry, I have developed strong skills in problem-solving and data analysis. I thrive in progressive environments, always seeking new challenges and opportunities for growth. I want to find a company where I can create practical values and commit long-term

EXPERIENCE

METRIC _ Business Development (B2B Clients)   9/ 2024 - 03/2025

1. Customer Relationship Management:
 - Build and maintain long-term relationships with customers.
 - Provide solutions and services tailored to each customer to reach agreements on contracts.
 - Advise on product packages, close deals, provide customer care and follow-ups, upsell, and renew contracts.

2. Contract Monitoring and Performance Evaluation:
 - Monitor the progress of contract implementation and ensure that goals are achieved.
 - Evaluate the effectiveness of the contract and suggest improvements.

Support Homestay (Freelance_ online)   03/ 2024 - 09/2024

 - Collect and analyze guest feedback to identify areas for improvement and implement necessary changes.
 - Assist in budgeting, invoicing record-keeping for homestay operations.

LAZADA_ Senior Key account management (FMCG- Homecare)   02/ 2023 - 08/ 2023

1 Category tracking performance
 - Analyze and research market trends, competitor activity leading to strategic pricing adjustments that increase sales
 - Collect data and Create valuable performance reports weekly/monthly/quarterly to the line manager using Power BI and Excel
 - Track, Monitor, and forecast performance daily/ weekly/ monthly
 - Identify the problem of Category and find the practical solution to improve sales

2 Key Account management (Managed ~ 25 to 35 seller)
 - Work closely with sellers to support their performance by providing data-driven insights and recommendations.
 - Maintain constant stock availability by analyzing inventory data and managing reorder points.

SHOPEE_ Senior Business Development (FMCG - Grocery & Homecare)   12/2021 - 06/2022

1 Category Campaign management
 - Analyse Data to identify customer behavior patterns, and market trends to support Merchandise team decision-making.
 - Collaborate closely with the Merchandise team on projects to improve effectiveness for tracking and optimizing campaigns
 - Forecast based on the latest historical data for Campaign
 - Report the results of the Campaign to line manager

2 Key Account Management
 - Provide strategic advice to seller on how to maximize their sales performance
 - Analyze performance and market insights from seller's perspectives
 - Coach sellers on competitive pricing and store operations Suggest promotions, sell marketing services

3 Make internal report for team member
 - Allocate targets, performance for subcategories & team members
 - Build analytics dashboards to get insights and track team performance weekly/ monthly
 Key Achievement: Plan & Execution Successful Grocery week TET 2022 (8 days): Uplift 1,5X vs normal day

SHOPEE, Associate Business Development (FMCG - Grocery)   12/2018 – 12/2021

1 Flash Sale & Deal Hunting Project Collaborator
 - Responsible for the entire operation of the Category Flash sale, Deal hunting
 - Set deadlines, prioritize tasks, and assign team members to multiple deliverables
 - Forecast, allocate rebate budget, warrant performance of project on track

2 Seller incubation: (including 3 months internship)
 - Provide strategic advice to merchants on how to maximize their sales performance
 - Pitch sellers to join suitable packaged solutions to grow their business
 - Coordinate with other departments to promptly solve arising problems for sellers.
 Key Achievement: 3 consecutive quarters ranked at the top 1 of Grocery Category performance rankings

SKILLS

- **Data Driven**: Excellent at combining data analysis and business sense to provide practical insight.
- **Computer:** Power BI (PL-300 certification), MySQL and Proficient in MS PowerPoint, Microsoft Excel
- **Negotiation skills**: Experienced and strategic approach when dealing with customers.

EDUCATION

BANKING ACADEMY (2015- 2020)
Management Information System Major