

Minh Nguyen

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About Me

Experienced project manager with over 2 years of expertise in marketing operations, adept at managing diverse roles and responsibilities to ensure seamless execution. Skilled in account management, negotiation, and customer service, with a proven ability to streamline processes and enhance client satisfaction. While experienced in content creation, I specialize in operational efficiency and strategic marketing solutions that drive business growth and foster strong client relationships.

Work Experience



Saigon Cube is a brand with a professional retail system focusing on environmentally friendly decorative, souvenir, and practical products. It is part of the Saigon Cube ecosystem alongside Maztermind, Looxury, Tick&Pick, and TCH.

Customer Service Executive | January 2024 - Present (1 yr 4 mos) - Saigon Cube

- Manage and care for customers, respond to customer messages across all Tick&Pick and Maztermind Facebook/Instagram Fanpage platforms.
- Research consumer behavior, gather statistics, and support leaders in synthesizing information to create monthly reports.
- Drive sales through consultation activities and a deep understanding of customer shopping desires. Efficiently manage multiple customer requests while ensuring that all issues are promptly resolved.
- Proficiently use management and sales systems such as Haravan, Shopify, SellerCenter, and Kiot Viet.

Sales Assistant | March 2022 - February 2024 (2 yrs) - The Craft House

- Assisting customers in making informed purchasing decisions, resulting in increased sales and customer satisfaction.
- Assisting the store supervisor in managing inventory and restocking processes to ensure products are readily available for customers.
- Supporting the line manager in visual merchandising, helping create eye-catching displays to attract shoppers' attention.
- Utilizing my strong communication skills to interact effectively with both customers and team members.
- Demonstrating a good sense of aesthetics, proficient gift-wrapping skills, and earning customer trust in this additional role.

Junior Content Marketing | September 2022 - May 2023 (9 mos) - The Craft House

- Making plans to create content for Facebook and Instagram for The Craft House. Create and develop material for these important social networks as well to develop a burgeoning platform.
- In charge of the creation of clip reels, material, and picture design for Facebook and Instagram. 174 distinct story themes have been found in the findings so far. Comprising over 50 short videos in over the first 6 months (30-40s).
- In charge of creating merchandise content for the brand's main online store. Edit and construct the website simultaneously to ensure that the pictures and text always grab visitors' attention.
- Bringing experience in optimizing content for SEO, which encompasses keyword research, crafting high-quality content, refining titles and descriptions, establishing link structures, and tracking performance to elevate online visibility and website rankings on search engines.
- Surveys, trend-tracking, and the development of customer-attraction tactics are all important.



Rocket Group - Performance Based IMCE Agency

Junior Account Executive | October 2023 - March 2024 (6 mos)

- Supporting customer account management, including communicating with customers, identifying their needs, and ensuring that projects are implemented efficiently and on schedule.
- Resolve customer issues and provide high-quality support, ensuring customer satisfaction and maintaining good relationships.
- Organize and coordinate projects from start to finish, including planning, monitoring progress, and ensuring that requirements are met technically and on schedule.
- Ability to analyze data and understand basic advertising performance metrics, helping to improve advertising strategies and optimize campaigns.
- Manage time effectively to complete tasks on time and ensure that work is carried out efficiently.

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Education

HO CHI MINH CITY UNIVERSITY OF FOREIGN LANGUAGES - INFORMATION TECHNOLOGY (HUFLIT)

- Faculty of Business Administration
- Major: Marketing
- GPA: 7.3/10

Work Experience



SSStutter stands as a renowned fashion brand in Vietnam, driven by its unwavering commitment to delivering unparalleled experiences to its customers.

Sales Assistant | September 2022 - December 2022 (4 mos)

- Providing exceptional customer service while showcasing the brand's unique fashion collections.
- Guiding customers through the store, I assisted them in finding the perfect outfits and accessories that matched their preferences, creating a personalized shopping experience.
- Demonstrated in-depth knowledge of SSStutter's products, from clothing to accessories, and utilized this expertise to inform and advise customers, leading to increased sales.
- Collaborated closely with the store team, actively participating in visual merchandising and maintaining an attractive and organized store environment to enhance customer engagement.
- Consistently achieved and exceeded sales targets and contributed to the overall success of SSStutter through my dedication, product knowledge, and outstanding customer service skills.



Mr Dinosaur - Digital Marketing Agency

Marketing Intern | June 2022 - August 2022 (3 mos)

- Collaborated closely with a small advertising team for over 3 months, refining campaigns for diverse clients and gaining valuable insights into creative processes and client interactions.
- Conducted market research and trend analysis, providing crucial data for crafting effective advertising strategies.
- Contributed innovative ideas during brainstorming sessions and drafted tailored copy for various materials.
- Supported client meetings and presentations, gaining exposure to client management and relationship building.
- Managed campaign files and documents, optimizing workflow efficiency.
- Actively learned and implemented digital marketing techniques to expand the agency's online presence.
- Adapted quickly to the dynamic industry, developing multitasking and time management skills.
- Embraced a hands-on approach, taking on additional responsibilities to ensure successful project outcomes.



Kinh Doanh Tre - Digital Magazines

Research Collaborator - Freelance | March 2021 - December 2021 (10 mos)

- Conducted in-depth research and collaborated with authors to ensure high-quality research articles.
- Ensured accurate citation and adherence to publication standards.
- Edited articles for clarity and grammar.
- Contributed to editorial meetings and maintained publication integrity.

Certification

- TOEIC
- Microsoft Office Specialist (MOS)
- Fundamentals of Digital Marketing
- Digital Body Language
- Defense Education
- Participate in volunteer activities, dance performance competitions, cheerleading,...

Skills

- Basic Office Informatics
- English (Intermediate Level)
- Problem Solving
- Adaptability
- Time Management