



# TRẦN TRƯỜNG PHÁT

## About Me

Experienced in trade marketing and merchandise planning, with a strong focus on building campaigns, improving assortments, and using data to support commercial decisions. Comfortable working with both short-term promotions and long-term plans, always aiming to balance business needs with shopper expectations. Known for being practical, organized, and detail-oriented, while still bringing fresh ideas to trade activities. Looking to continue growing in a role that values clear thinking, solid execution, and meaningful business results.

## WORK EXPERIENCE

### Commercial Strategy & Trade Plan Assistant Manager

#### WINCOMMERCE - MASAN GROUP

Oct 2023 - present

Supported the Commercial Director in shaping trade strategy, campaign planning, and optimizing assortment structure for the FMCG dept. (promotion share 2024 increases 5.4% vs LY).

##### Trade Marketing Program:

- Planned and developed trade marketing activities and campaign pipelines aligned with commercial strategy and shopper needs.
- Developed and carried out key campaigns for both national events and internal growth initiatives (Tet, National Day, Company Birthday, "Win the South," "Hello Vietnam," NSO, Reopenings), including promotion mechanics, sales targets, SKU focus, and activation plans.
- Collaborated with suppliers to build Joint Business Plans, align budgets, and co-manage campaign rollout across stores.
- Worked with internal teams (Category, Marketing, Operations) to coordinate timelines, POSM setup, sampling activities, and display execution.
- Identified and prioritized Superstar SKUs based on historical performance and category goals to boost sales volume.
- Built campaign reports to evaluate sales uplift, ROI, and shopper response; applied insights to continuously improve trade tactics and future campaign planning.

##### Assortment Optimization & Planning Management:

- Reviewed and optimized assortment across key store clusters (Renovated supermarkets, Mekong stores, Rural areas...) to ensure performance-driven space allocation, minimize shrinkage, and meet local consumer demands.
- Analyzed internal sales data, pricing segments, and market trends to identify assortment gaps, recommend new SKUs, and rationalize underperforming products.
- Forecasted sales KPIs by category, model and region, aligning with commercial strategies and supporting execution with structured reports and recommendations quick-action.
- Regularly provided strategic input on category growth, campaign positioning, and budget allocation to enhance execution efficiency and business impact.

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📍 Nguyen Thi Dinh, Thu Duc city, HCMC

## EDUCATION

### Bachelor of Supply chain management

#### International University - VNU

2018 - 2022

## SOFT SKILLS

- Trade development
- Strategic planning
- Planning and forecast
- Market Research
- Promotion Program
- Category & Assortment Management
- Data Analysis
- Advanced Excel, PowerBI.
- Microsoft Office & Google Suites

# SOFT SKILLS

- Interpersonal skill
- Quick-decision making
- Analytical skill and logical thinking
- Leadership
- Communication
- Multi-tasking
- English working skill
- Adapt to change

# REFERENCES

**Dương Thị Ngọc Quỳnh (Mrs.)**

Country Head - Lipton VN  
Former Biz Development Manager - MM Mega Market  
Phone: 0909.202.188

**Hà Thị Thu Trang (Mrs.)**

Head of Trade Marketing - Wincommerce  
Phone: 0902.24.12.87

## Merchandise Planning Specialist

### MM Mega Market Vietnam

**March 2022 - Sep 2023**

- Managed assortments for ~28,000 SKUs (MM Mega Market) and 2,600 SKUs (B's Mart), ensuring product mix aligned with sales targets, shopper needs, and trade campaign objectives.
- Defined SKU hierarchy and channel-specific listings based on store format, customer insights, and performance data.
- Evaluated SKU effectiveness across key metrics (sales, margin, rotation) and made decisions on listing, delisting, and prioritization to optimize category performance.
- Provided data-driven recommendations for trade programs by analyzing sales trends, competitor activities, and shopper behavior.
- Collaborated with Merchandising and Planogram teams to implement display strategies supporting campaign themes and promotional mechanics.
- Supported buyer teams in building campaign SKU lists for promotions like LockPrice, Must-Have Lists, and Wholesale Deals.
- Developed dashboards and reports to track SKU performance, profitability, and campaign ROI.
- Achievement:
  - Rated "Very Good" in 2022 performance review.

## Merchandise Trainee

### B's Mart Format - MM Mega Market Vietnam

**Jan 2022 - Mar 2022**

- Coordinated with QA, Supply chain and POG teams to support the listing process of new products.
- Handled support SKU management tasks at B's Mart, including blocking/unblocking, deletion, and supplier changes based on business needs.
- Assisted in product selection and vendor negotiation for promotional programs under the guidance of the Category Manager.
- Prepared and tracked trading terms, memos, sale & purchase agreements, and other vendor-related documents.
- Generated weekly, monthly, and quarterly sales and promotion reports to support merchandise and trade planning.
- Monitored expiry product lists and contacted vendors to process returns or cancellations.

## Purchasing Assistant

### Intergrafac Vina Co., Ltd,

**July 2021 - Dec 2021**

- Supported the Purchasing team in contacting factories to request quotations for products and raw materials.
- Prepared and organized documents related to booking orders and shipping.
- Compiled supplier lists for review and selection by the Senior Purchaser.
- Assisted the Forwarding team in conducting preliminary checks on shipping prices at HCMC,