



NGUYEN THU HIEN

MARKETING SUPERVISOR

4+ years of experience in marketing, specializing in brand strategy, POSM, offline store activation, and customer engagement. Skilled in content creation, performance analytics, and multi-channel marketing to drive business growth. Passionate about crafting impactful brand experiences and optimizing customer journeys.

WORK EXPERIENCE

MARKETING SUPERVISOR

Central Retail Vietnam - go! supermarket

Nov 2024 - Now

- Planned and executed events for supermarkets during holidays and festive occasions.
- Managed Zalo groups and Fanpage of go! Supermarket.
- Developed ideas and schedule posts for promotional programs and events.
- Worked and coordinated with other departments to produce flyers and POSM for promotional programs.
- Analyzed customer behavior through surveys to develop appropriate strategies for supermarkets.
- Implement and led the "Chợ Sớm Giảm Sung" program at supermarkets in the Mekong region.
- Implement marketing activities to support low-sale supermarkets.

MARKETING EXECUTIVE

Guardian Vietnam - Health & Beauty

Mar 2022 - Nov 2024

- Created and managed POSM position in store for selling to brand in order to increase income.
- Generated ideas for the concept and produce leaflets and flyers each month.
- Planned and worked with brands/ agencies/ other departments to produce POSM for new store opening, new product launching, campaigns, promotion,...
- Built a Beauty Destination Store Concept to attract customers to the store, increasing traffic by 20%.
- Developed strategies to support low-sale stores in increasing traffic and sales.
- Managed activations at the stores each month.
- Made sure the POSMs in the store are always correct and most relevant.
- Managed the budget and had a cost saving plan.

CAMPAIGN MERCHANDISE EXECUTIVE

Onpoint Vietnam - Senka on Lazada & Tiki Platform

Mar 2021 - Feb 2022

- Briefed design for Landing page, Shop in shop, Thumbnail, Key Visual for campaign in month.
- Prepare materials for Double Days, Mid-Month, and Payday to participate in the platform's program.
- Wrote content to support customer campaigns on the e-commerce platform.
- Made report on traffic metrics, conversion rates, shopper insight.

CONTACT

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📍 District 7, HCMC

EDUCATION

Business Administration
Marketing (GPA: 7.6/10)

TON DUC THANG UNIVERSITY
(2016 - 2020)

COMPETENCES

- Negotiation
- Retail Marketing
- Having knowledge of POSM and how to display POSM
- Promptly update the trends
- Detail orientation
- Manage the budget

ACHIEVEMENTS

Guardian Vietnam

- Increase the Gen Z customer base by 26% with brand loyalty: Hoi Cam, Trending Now
- Increase brand income by 24% through service packages at the store

Central Retail Vietnam: The1 Project

- 80% of customers registered as The1 members at go! Tam Ky on the first day of the launch.