

Bùi Thị Thu Huyền

E-Commerce Marketing



With a strong foundation in consumer insights, market trends, and data analysis, I specialize in optimizing marketing initiatives and fostering strategic partnerships to accelerate business growth.

Personal Info

 12/07/2000
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 Binh Thanh District, HCM

Education

Posts and Telecommunications
Institute of Technology
Ho Chi Minh City

- **Major:** Marketing Communication
- **Education level:** Bachelor

Skills

- Office (Word, Excel, PPT)
- Time Management
- Project Management
- Problem Solving
- Teamwork

Language

- English Skills

Experience

Aug 2024 - present

Seller online at TikTok Shop | Beauty Category

- Managed product listings, order processing, customer support, store decoration, and promotional campaigns.

May 2023 - July 2024

Partnership Marketing at CJ Foodville (TOUS les JOURS)

- Managed online delivery partnerships and collaborated with banks, e-payment, e-voucher, and e-commerce partners.
- Managed and implemented the membership program on the loyalty app.
- Negotiated contracts with merchants, handled signings and payments.

Jan 2022 - Mar 2023

Marketing Executive at GAM Coffee Joint Stock Company

- Worked with e-commerce platforms to launch sales campaigns. Managed social media content and supported paperwork tasks.

Sep 2021 - Dec 2021

Internship Key Account Management at Intrepid Vietnam (E-Commerce Agency)

- Fostered strong collaboration with Supersports Vietnam and platform partners. Led cross-functional teams (KAM, Content, Design) to enhance brand performance.