

TUYEN NGUYEN

Customer-centric CRM specialist with 2+ years of experience in data-driven marketing, customer segmentation, and loyalty strategies. Proven ability to analyze customer behaviors and implement retention campaigns that boost engagement and revenue.



SKILLS

- Customer Segmentation
- Customer Retention Strategies
- Engagement Channel
- Data Analysis & Report
- Cross-functional Team Collaboration

KEY PROJECT

LOTTE Mart New Web/App Launching

- Designed a multi-channel notification matrix for new system, includes SMS, email, and in-app.
- Redesigned customer segmentation and journey mapping to support promotion campaigns and personalized communication strategies.

CERTIFICATIONS

ENGLISH

SEP 2024 - TOEIC 885

CONTACT

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REFERENCE

VU DUONG / CRM SENIOR MANAGER

Contact to be shared upon request

EXPERIENCE

LOTTE MART VIETNAM

Online Marketing Specialist

May'22 - Present

- Developed and refined customer segmentation models leveraging demographics, engagement levels, and purchase behaviors.
- Designed and executed personalized campaigns and communication plans that improved customer retention by 33% and boosted new user CR by 60%.
- Maintained and analyzed customer datasets to deliver actionable insights on customer trends, retention metrics, and campaign effectiveness.

AHAMOVE

Business Development Executive, Jun'20 - May'21

- Engaged with and provided tailored consultations for potential customers.
- Segmented and analyzed existing customers to derive valuable insights for developing tailored promotional strategies.
- Strengthened AhaMove's brand presence through strategic initiatives.

APOLLO ENGLISH JUNIOR

Event Marketing Assistant,

Aug'18 - Feb'20

- Planned and executed monthly events for the center, enhancing customer engagement.
- Managed all aspects of event preparation, execution, and post-event follow-up to ensure seamless operations.