



DOB: Dec 05, 1995

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OBJECTIVE

Leverage my skills, experience, and market knowledge to excel as a professional merchandiser, delivering significant value and contributing to the company's growth.

WORK EXPERIENCE

CELLPHONES

Feb 2023 - Now

Merchandise Specialist

Industry Development in Retail – Household Appliances & Smart Home Products: Kitchenware, Electric Appliances, Personal Care, Smart Home Devices

Key Responsibilities:

1. **Strategic Product Category Management:** Directly oversee and develop the product category, ensuring alignment with business objectives and market trends.
2. **Pricing and Profitability Management:** Monitor and control pricing strategies to maintain profitability and competitive advantage.
3. **Inventory Control:** Ensure efficient inventory management to optimize product availability and reduce costs.

Details include:

- **Building and Maintaining Supplier Relationships:** Actively sourced and developed relationships with new suppliers (global, C-brands, and local brands) while ensuring the maintenance of strong long-term partnerships to secure a steady supply of high-quality products.
- **Negotiating with Suppliers and Distributors:** Successfully negotiated favorable terms, including pricing and promotional agreements, ensuring profitable partnerships with suppliers and distributors.
- **Sales & Market Analysis:** Analyzed sales figures and market trends, anticipating product needs to optimize sales performance.
- **Merchandising Strategies:** Developed and executed comprehensive merchandising plans on a monthly, quarterly, and annual basis, driving sales growth and improving customer satisfaction.
- **Profit and Sales Commitment:** Ensured commitment to achieving sales and profit (gross/net) targets across assigned product categories.
- **Product Launch:** Managed the successful launch of new products, working closely with suppliers and internal teams to ensure smooth market introduction.
- **Promotions & Campaigns:** Worked closely with the Marketing Department to design and implement promotional campaigns, increasing customer engagement and boosting sales.
- **Product Display Management:** Optimized product placement and displays to maximize visibility, customer engagement, and sales potential.
- **Inventory and Quality Management:** Closely monitored inventory levels and ensured adherence to quality standards, guaranteeing product availability and customer satisfaction.
- **Industry Knowledge:** Continuously kept up-to-date with the latest trends and innovations in the household appliances and smart home

sectors to maintain a competitive edge.

- **Effective Coordination with Internal Stakeholders:** Collaborated with cross-functional teams to ensure the timely and successful execution of related tasks, improving operational efficiency.
- **Sales Reporting:** Generated regular sales reports (weekly, monthly) to track performance and identify areas for improvement.

MASAN MEATLIFE (MML)

Nov 2019 - Jan 2023

Data Analysis (to be in charge of Modern Trade)

In 2021, 3F Viet officially became a part of Masan MEATLife, a subsidiary of Masan Group. The company's meat products are now distributed across various retail channels, including hypermarkets, supermarkets, and minimarkets such as AEON, Emart, Kingfood, Co.opmart, Co.opXtra, BigC, and other modern retail chains.

Key Responsibilities:

- Analyze sales data, market trends, and customer needs to support business decisions effectively.
- Collaborate with the production department to manage sales forecasting, inventory, and stock handling.
- Assist the sales team in achieving targets and shaping business strategies.
- Work closely with the director to coordinate and oversee daily operations.
- Prepare detailed sales reports (daily, weekly, monthly) to track performance and identify opportunities.
- Set sales targets and monitor progress on a daily basis.

3F VIET FOOD - Member of Masan MEATLife

Nov 2019 - Jan 2023

Assistant Director of Sales

3F VIET: One of the first Vietnamese companies to establish a FEED- FARM- FOOD system, specializing in providing chicken meat products (fresh, chilled, ready-to-cook, processed meat, etc.).

Key Responsibilities:

- Analyze and report on the company's business performance, including market trends and competitive positioning.
- Collaborate with the sales team to develop monthly, quarterly, and yearly sales plans.
- Support and guide the sales team to achieve targets and improve business strategies.
- Work closely with the director to coordinate and oversee daily operations.
- Prepare comprehensive sales reports (daily, weekly, monthly) to track progress and identify growth opportunities.

ASIA GROUP

Mar 2017 - Nov 2019

Event Marketing Executive and Assistant Director of Marketing

Key Responsibilities:

- Develop and execute engaging events and impactful brand activations.
- Generate innovative ideas to enhance the effectiveness and reach of marketing events.
- Collaborate with creative teams, project teams, or agencies to transform concepts into well-executed event solutions that exceed expectations.
- Create and manage event budgets to ensure financial efficiency.
- Track and evaluate participant satisfaction to measure event success.
- Prepare detailed marketing reports to analyze performance and outcomes.

EDUCATION

University of Finance - Marketing

July 2013 - Apr 2017

Major: Marketing

GPA: 3.1 / 4

ACTIVITIES

MARKETING CLUB

Jan 2013 - Feb 2014

Member of Marketing

Organize monthly events, network with UFM alumni

CERTIFICATIONS

TOEIC Certificate with score 605

2016