

INTRODUCTION

Presence of values is always my working mindset. I am passionate & strengths about E-commerce and Key accounts managing. Leveraging my experience, I aim to drive revenue growth and continuously expand my expertise within the e-commerce landscape

ACADEMIC HISTORY

NGUYEN TAT THANH UNIVERSITY BUSINESSADMINISTRATION-MAJOR IN INTERNATIONAL BUSINESS

- GPA:3.34/4.0
- Achieved scholarship for Academic achievement (2019)
- Participated in start-up contest held by Faculty of Business Administration

EMPLOYMENT HISTORY

Onpoint Ecommerce (Top 1 Enabler Ecommerce In Vietnam, 2024)

SENIOR KEY ACCOUNT MANAGEMENT (JULY 2024 - Present)

Main activities and responsibilites

- Building monthly strategic commercial plan (target/scheme/voucher plan/campaign) to grow sales for assigned brands on Lazada, Shopee and Tiktokshop
- Planning demand forecast by month to raise Purchase Order to ensure available stock on each platform
- Managing the brand's investment and PnL for operations on each platform
- Evaluating media ads performance based on ROI, Investment and metrics-related
- Executing weekly and monthly report to update performance for Brand
- Co-Branding activities to push sale both sides
- Manage 1 intern and consult problem solve to executive

Achievements

- GMV Group Brand ABF achieved 500 million after 11 months launching and continuously grew with 15% monthly
- Mars Wrigley (Laz mall) ranked Top 1 Confectionery
- Bel Vietnam and ADM achieved target around 90% - 100% each month

Ahamove Corporation (Top 2 on-demand delivery in Vietnam, 2022)

KEYACCOUNTEXECUTIVE(August 2022 - Sep 2023)

KEY ACCOUNT SPECIALIST (Oct 2023 - June 2024)

Main activities and responsibilites

- Managed and set relationship connection with key accounts (total~2B/month)
- Consulted and customized operation models to reach customer requirements
- Engaged in negotiations, contracts, and long-term partnerships with many businesses to ensure mutual success
- Collaboration with other stakeholders to deploy operation and marketing projects
- Cost management to secure monthly budget team

Achievements

- Best saleof month in Key Account team (5 months)
- Contributed largest gsv on warehouse and truck B2B projects
- Onboarded topbrands such asOnpoint, MykingDom, LimeOrange,Unifarm,Fruitsco

Tiki Corporation (Most trusted e-commerce platform in Vietnam, 2020)

CROSS BORDER KEY ACCOUNT ASSOCIATE (June 2021 - June 2022)

Main activities and responsibilites

- Researched and analysed market trends to onboard new product assortment
- Consulted partners to improve store decoration and collection features
- Build plans with sellers on sales, campaign, seletions, ops improvement
- Tracked and analysed many metrics such as nmv, traffic, conversion rate, operationmetrics to make decisions

Achievements

- Reachedtarget 129% in Sep 2021 and 102% in Nov 2021
- Recovered some sellers with peak revenue in last 3 months and increased 10% month over month



林成达

LAM THANH DAT

CONTACT DETAILS

- Phone: 0764884772
- Email:
Lthanhdat1999@gmail.com

CORE STRENGTHS

- Critical thinking
- Problem solving
- Ownership
- Adaptable
- Languages

CERTIFICATION

- Proficient in English
- Limited proficient in Chinese
- Microsoft Office 2016