



HỒ NGUYỄN BẢO

PLANOGRAM STAFF

SUMMARY

Aspiring planogram and merchandising candidate eager to apply sales background, product presentation skills, and analytical thinking to optimize layouts and enhance shopper experience.

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📅 July 7th, 2000

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EDUCATION

2018 - 2025

UNIVERSITY OF FINANCE - MARKETING

Bachelor of Business Administration

CERTIFICATES

- Computer Hardware Basics - CNA
- Certificate in Basic IT Applications

SKILLS

Soft skills:

- Presentation & Public speaking
- Teamwork
- Communication

Technical skill:

- MS Office
- Google Suite
- Basic IT knowledge
- Apple Ecosystem Specialist

LANGUAGE

- English: Fluent

ACTIVITIES

- Suunto x ASH - 8/3 RUN Event
Event Assistant - Mar 2025
- MacOne HCM Grand Opening
Store Launch Assistant - Aug 2022

OBJECTIVE

Short-term objective: Apply sales and customer engagement skills to gain practical experience in merchandising and retail execution .

Long-term objective: Become a trade marketing specialist who turns consumer insights into effective in-store strategies for brand growth.

WORK EXPERIENCE

Suunto Vietnam

Feb 2025 - May 2025

Monobrand Store Assistant

- Managed daily store operations including inventory checks, customer consultation via fanpage, order fulfillment and packaging, shipping coordination, technical and after-sales support.
- Supported brand visibility through sport club activities and customer engagement events.
- Delivered consultations for sport watches, headphones and accessories, aligning product features with customer requirements.

MemoryZone

Dec 2023 - Jan 2024

Retail Sales Consultant

- Advised customers on ICT products and technical services tailored to customers needs.
- Provided post-sales support to ensure customer satisfaction.
- Attended internal training sessions to enhance product knowledge and sales techniques.
- Collaborated in inventory checks, merchandise management and overall store operations support.

MacOne (Apple Authorized Reseller)

Aug 2022 - May 2023

Retail Sales Consultant

- Advised customers on features and benefits of various Apple product lines, assisting customers in selecting suitable products and services.
- Performed basic setup and software installation for customers.
- Supported customers after purchase, assisting with inquiries and basic troubleshooting.
- Increased brand awareness and attract potential customers through social media posts.