

NGUYỄN HOÀNG TÙNG (ETHAN)



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CAREER SUMMARY

Highly accomplished marketing and business development leader with 15 plus years of experiences driving revenue and market share growth through strategic initiatives across both online and offline channels. Proven ability to launch successful product portfolios, manage diverse group of brands and build high-performing teams.

Possesses a strong understanding of the synergies between digital and traditional markets, with a track record of leveraging both to achieve business objectives. Servant leadership styles focused on team development and collaborative goal achievement. Seeking a challenging role where extensive online and offline experiences can contribute to a company's visionary growth.

PROFESSIONAL EXPERIENCE

May 2024 to Present	TIKTOK SHOP Creator Assortment & Affiliate Operations Lead
Industry E-commerce (all categories) Achievement Q2, Q3 and Q4 Affiliate GMV reached 105% target. Total full year reached final target. Q2, Q3 and Q4 KA GMV reached 132% target. Year-Over-Year (YoY) Uplift reached 115%.	<ul style="list-style-type: none">• Affiliate Marketing Solutions Develop and manage partnership with KA brands regarding E-commerce Marketing activities including monthly & quarterly plan for Mega campaigns & BAU, communication, performance marketing, co-creation campaigns. Consult the category teams on Marketing solution tools & packages to leverage brand campaigns & performance. Conduct data analysis and reporting on category performance and insights Handle workshops and events for creators, brands & agencies engagement.• Creator's Performance & Content Management Streamline all Key-Live-Stream calendar, product design pools and closely connect with brands/sellers in managing targets, prices, stocks, samples and budget optimization. Monitor and grow brand/seller performances by analyzing platform data to figure out key learning points, good practices, and upcoming trends.• Assortment Growth Design Affiliate solution packages and product pools to tailor various demands of each category to deliver affiliate GMV of total platform. Follow up with both Creators and Brands to catch the latest updated trends for further insight/direction planning input.
Oct 2023 to May 2024	TIKI.VN Director, Creative Merchandising (Managing apps & website's performance)
Industry E-commerce (all categories) Achievement - Pumping up the platform GMV from 4B VND per day (Sep 2023) to ~7B VND per day for 3 consecutive months (Nov-Dec-Jan). - Revamp all layout design of website & app to increase the CTR uplift by 30%.	<ul style="list-style-type: none">• Onsite Marketing & Sale Develop, and optimize the site (both web & app version) in visualize merchandising strategy, ensuring compelling presentation that showcases Tiki's curated assortment and maximizes cross-sell and up-sell opportunities through strategic product placement and search recommendations. Create long term strategy to increase app, web traffics, transactions via organic channels (SEO, social media, CRM, Email, App Notification etc.) and managing related agency performance. Cooperate and monitor with in-house PIC and agency of paid channels (Google, Facebook, Affiliate) to optimize total traffic performance. Site Content Development: Monitor all site content that supports new launches, promotions, brand guidelines and other marketing campaigns.• Campaign Management Design, execute and track performance of marketing campaigns in all tiers (Mega, Seasonal, Super Category, Brand Days) that will drive both acquisition and retention for the growth of business. Monitor and grow campaign performances by analyzing customer behaviors data to figure out key learning points, good practices, and updated trends.• User Growth Identify and leverage key mechanisms to grow traffic and performance in both daily and campaign days such as optimize free-shipping & platform coupon scheme, cross-selling combos, Flash Sale. Manage budget allocation across promotion cost (coupons), discounted prices, and traffic channels that best suits business objectives.

<p>Aug 2019 to Jul 2023 May 21 – Jul 23 Jan 20 – May 21 Aug 19 – Jan 20</p>	<p>LAZADA VIETNAM Senior Manager, Category Management – Home & Living Category Manager, Category Management – Home & Living Category Campaign Operation Manager – General Merchandise</p>
<p>Industry E-commerce Home & Living / Lifestyle</p> <p>Achievements Overcame GMV target for all key Mega Campaign of 2019-2020-2021 (9.9, 11.11, 12.12, Lazada Birthday, Mid-year) with GMV uplift from 1.5x to 2x times. Highest achievement team of General Merchandise in terms of GMV & Buyer in FY2020&21. Scaling up team structures (from 4 to 18 people) & manage to have 6 team members promoted within 3 years cumulatively.</p>	<ul style="list-style-type: none"> Category Management Providing overall leadership for the group of categories KAMs as well as consulting to board of management about the direction & strategy to deliver commercial targets (GMV/ Buyers/ Traffics) and control full P&L of each category vs investment of platform and sellers/brands. Take lead of all business driven on sales forecast, pricing, market trend, risks, and opportunities for all level of BUs, categories, sellers & assortments to build short/medium/long-term plan pipeline in accordance with the company targets. Data analysis & insight generation to monitor and analyze market trend, competition activities to ensure best practice matching with each industry insight. Plan and monitor category campaigns, brand days that align with seller & assortment strategies, market trends and buyer demand to maximize their revenue and achieve business objectives. Define strategic goals, business plan and promotion tools tactics for each brand/seller, especially cultivating Key Account relationships to drive their JBP targets. Monitor online store operation excellence in cooperation with brands/sellers' execution and platform policy together with building assortment growth plan to leverage selling through rate. Exploring innovative ways to drive conversion rate & increase buyer engagement through the navigation of assortments, mechanics, and category funnels. Onboarding & incubating new brands, sellers from Offline to social platform channels. Manage performance growth & efficiency of marketing solutions via each top account. Aligning strategic plan with regional team to ensure the sharing of best practices. Traffic Optimization Plan and monitor solid year-round campaign planning with clear segmentation for categories & sellers. Facilitate onsite experiments: Ensure all Campaigns and their landing pages are presented to the highest standards, with the priorities of the customer Top-of-Mind. Together with the relevant categories, appropriated assortments, market insight and promotion tools are well presented. Established guidelines and preparation for the execution of Mega & Daily category campaigns. Monitor search performance and onsite customer behavior to identify areas of improvement. Planning and ensuring all mechanic programs such as Flash Sales, Affiliate, CRM, Flexi-combo, Livestream, Free-ship Max to reach the target in driving GMV, buyers, assortments and traffics. Team Management Coaching, supporting, and giving guidance to team and PICs through every battles/ projects. Oversee all KAM, BPO and VKAM's performance by BU, category, sub-category, seller, and assortment level. Partner with other function teams as Guided Search, Marketing Solution, Flash Sale, Campaign Operation, Seller Engagement to allocate resource for targeted sellers and assortments.
<p>Feb 2018 to Aug 2019</p>	<p>AKZONOBEL PAINTS VIETNAM Brand Manager – Dulux, Maxilite, Hammerite, Sadolin, Dulux Professional</p>
<p>Industry Building Materials Home Decoration</p> <p>Achievements - Reset new route-to-market for Enamel category nationwide by launching digital campaign (Maxilite). Prepared business case ready & infrastructure to launch new Woodcare category. Launched successfully “2019 Heritage Preservation” events for Dulux Professional.</p>	<ul style="list-style-type: none"> Brand Management Lead building & managing Brand strategy for 3 consecutive years (Hardball project). Effectively manage A&P usage with all required support for key marketing activities. Deliver business and brand objectives through building, running, and measuring ATL activities (Print Ads, PR Articles) & BTL activities (brand activations, sponsorship events, seminars, OOH) Design and drive Brand Health Check and other price mapping reports. Product Marketing Gaining and utilizing local understanding and insights in the category through cooperating with Insights (market research), RDI team and other functions. Lead the implementation of the brand architecture, pricing architecture and portfolio segmentation. Lead the Innovation roadmap to ensure healthy pipeline and margins for the in-charged portfolios. Accountable for packaging and livery designs, ensure and alignment with regional guidelines.

	<p>Lead the testing and registration of products to deliver the product quality & specifications as planned.</p> <ul style="list-style-type: none"> • Communication & Activation Develop and implement the communication strategy, PR content for product portfolios to be aligned with regional directions/ strategies. Design and manage websites (Duluxprofessional.com.vn/ Maxilite.com.vn). Develop and manage rolling out high standard quality POSM (brochures, video clips, technical documents, test report, colour collaterals) to customers. Establish & maintain good relationships with key customers (Architects, IDs, Developers, Main Contractors, Distributors & Retailers). Manage agencies and suppliers to deliver Brand activities and POSM on time in full by the best quality with given budget.
Feb 2016 to Feb 2018	<p>LIXIL VIETNAM Product Marketing Lead – GROHE</p>
<p>Industry Sanitary wares Home Decoration Context - Lixil is the mother company of several brands in building materials with Inax, American Standard as the mass and mid-tier brand and they'd bought Grohe to become their top premium brand to compete with other hi-end segment competitors such as Kohler, Hansgrohe. Achievements - Successfully re-targeting Grohe to more focus on retail's business with contribution to 40% of total revenue (vs less than 5% in the last 2 years).</p>	<ul style="list-style-type: none"> • Marketing Strategy Define marketing strategies that are consistent with target consumer and overall marketing strategy. Determine category/product segmentation that optimizes both resources and sales opportunities. • Product Marketing Make accurate assessments and projections of competitor's strengths and weaknesses in the target market including market presence, tactics, merchandising and trends. Benchmark products & set-up pricing structure/promotion levels to get the ideal competitiveness compare with competitors. Manage product and category life cycles from conception to sales planning and distribution channels strategy. Ensure balanced, effective product assortment that meets revenue and margin targets per each product line. • Trade Marketing Design market penetration road map for all nationwide. Coordinate with Regional guidelines and designers to build up the mood & tone for showroom/ fair display. Handle suppliers to ensure quality commitments following regional guidelines. Training to distributors/ shop owners for product specifications application.
Oct 2014 to Feb 2016	<p>THE PROMOTION FACTORY Account Manager – AFL & NRL projects Account Manager – Motorsports project</p>
<p>Industry Sport Apparels & Accessories Toys, Licensing products - The company's business is merchandising products and make business plan to promote client's brands (such as (Disney, Redbull, AFL etc) - The client's business were surrounding Australian market, therefore, I based in there during the time, mostly worked in Melbourne city. Achievements - TPF had been awarded "2015 Best Supplier" of Australian Football League (AFL).</p>	<ul style="list-style-type: none"> • Product Road Map Strategy Develop with Brand Managers long-term product strategy for new projects. • Project Management Liaise & coordinate with HQ from Australia and production department from HK in product development to achieve expected launch dates over the seasons. Conduct stock analysis & forecast reports to balance inventory in all channels. Events preparing & onsite set-up in Australia cities. • Ecommerce Management Establish & briefing IT social media tools as EDM, Facebook titles, dealer toolbox to broader media trends and increase brand/promotion awareness. Website organizing (product images, prices, sales argument, web interface, promotion, and any other product T&C details). • Account & Customer Support Process ad-hoc & personalization offers from AMs. Instruct product related information to CS and Finance department (AP/AR). Guide & check artwork to designers to get approved version. • Partnership Management Control dealers and sponsors daily contacts/requests. Get approval from multi-cultural Licensors (Disney, Marvel, Lucas and Universal Studios). Manage franchise & licensed contracts via a newly established system. Coordinate financial & royalty reports with budget responsibilities.
Oct 2012 to Oct 2014	<p>HAFELE VIETNAM Product Management Supervisor</p> <ul style="list-style-type: none"> • Home Appliances brands: Bosch (BSH), Hafele • Sanitary Fittings brands: Grohe, Hansgrohe, Duravit, Geberit, Blanco

<p>Industry</p> <ul style="list-style-type: none"> - Hafele has 4 business units: Architecture Hardware (AH), Furniture Fittings (FF), Sanitaryware (SA), Home Appliances (HA). The 2 latter units were tin charged by me. - At that time, they were main distributor in Vietnam for Bosch (BSH) and Grohe, Duravit, Geberit, Blanco. - Their new direction was to create another intermediate range of HA & SA under their own brand. <p>Achievements</p> <ul style="list-style-type: none"> - Launched new HA & SA products with an increasingly strong reputation in the market. - HA&SA take over 65% periodically of the total revenue of company big sales campaigns. Maintain sustainable growth of stock-turn target from the Hafele Group. 	<ul style="list-style-type: none"> • Product Marketing Establish marketing strategy, product pipeline with Directors and Channel sales managers. Evaluate market share, trend and competitor's action via market survey and store visiting. Benchmark & calculate price levels for in charged product categories. Prepare product specification, recommend unique point advantages/ launched products. • Supplier Management Monitor purchase order and timeline for products & spare parts. Negotiate gross purchasing price, MOQ and delivery term. Work closely with manufacturers to ensure product quality adapted Hafele standards. Deal with new suppliers for target OEM product ranges. • Product Portfolio Development Analyze existing ranges occasionally to improve product specification/function/design. Liaise product feedback & lead improvement process between internal departments. • Inventory management Create, control & review monthly/quarterly status of SKUs per each channel. Stock-turn balance control following HQ yearly targets. Coordinate with Supply Chain & Warehouse in stock receiving & delivery. • Sales Channel Support Consult & present product advantage/specification to clients (Project, B2B, B2C). Negotiate special import price for mass quantity and conduct project quotation. Control production timeline & delivery schedule.
Oct 2011 to Oct 2012	<p>VUCICO</p> <p>Project cum R&D Manager for product ranges: hydraulic/air automation valve, pump, water meter, metal & non-metal pipe, water fittings etc.</p>
Mar 2010 to Oct 2011	<p>INDOCHINE ENGINEERING</p> <p>Hydraulic Design Engineer consults for hi-rise building, hotel, restaurant, office and condominium.</p>
Sep 2004 to Jul 2009	<p>Ho Chi Minh City University of Architecture</p> <p>Bachelor's degree in "Urban Infrastructure Engineering"</p>