



## NGUYEN HOANG LOC

📅 August 31, 1995

👤 Male

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## OBJECTIVE

Dynamic and data-driven commercial leader with 8+ years of experience in e-commerce and category management across top platforms (Shopee, Lazada, Tiki) and distributor networks, especially in the Health & Beauty sector. Proven track record in driving revenue growth through commercial strategy, pricing, promotion design, and cross-functional execution. Strong ability to forecast demand, manage P&L, optimize SKU-level performance, and lead high-performing teams. Seeking to transition and expand into retail operations to contribute to omnichannel growth at a strategic leadership level.

## SKILL

- Retail & E-commerce Commercial Strategy
- Promotion & Campaign Management
- Trade Marketing Planning
- Cross-functional Team Leadership



## WORK EXPERIENCE

### LE MINH TRADING INTERNATIONAL CO., LTD

MAY 2022 - PRESENT

Commercial Manager

\*Le Minh is distributor for 80+ brands: L'Oreal, Unilever, Shiseido, P&G, Rohto, Nivea, Johnson's, LG Vina Cosmetics,...

- Led and coached a cross-functional team of 12 members including key account, e-marketing, livestreams, affiliate and operations, ensuring stable performance in platform of responsibility
  - Achieved +63% YoY revenue growth for e-commerce channels through strategic calendar planning and aggressive price-positioning campaigns.
- Forecasted demand monthly/ quarterly/ yearly by campaign, planning promotion price, tracked stock availability, and worked closely with operations to minimize stockouts and overstocks for major sales campaigns on Shopee, Lazada, Tiki, TikTok Shop, Facebook, and Website.
  - Reduced aging inventory rate by 18% through improved forecast accuracy and collaborative demand planning.
- Developed and managed loyalty & customer retention programs including e-voucher tiers, bundle reward schemes, and first-purchase incentives
  - Improving repeat purchase rate by 35% with CRM behavior tracking.
- Lead end-to-end planning for mega campaigns such as (6.6, 11.11, 12.12 and Tet...)
  - Achieved +40% MoM store growth in NMV through strategic price negotiation and visibility placement.
- Managed commercial budget allocation (~24B VND/year) and optimized ROI across categories through continuous testing and campaign analysis.
- Collaborated with key stakeholders including Marketing, Trade Marketing, Operations, and Creative teams to develop POSM (banner, landing page, thumbnail loss leading, hero SKU placement, scheme,...) guidelines and display layout for online platforms adaptation.
- Created and maintained commercial KPIs dashboards (ROI, GMV, cost/sales, uplift) for campaigns. Presented monthly/ quarterly/ yearly performance reviews and strategic recommendations to Board of Directors by Power BI, Metric, Excel, GG Slides.
- Market research, forecast consumer trends to propose new products and appropriate marketing strategies and competitive analysis to understand the market.
- Stay up to date on market trends, competitor activities and consumer insights to continually evolve brand strategy.
- Conducted category and consumer insight analysis to guide portfolio expansion and pricing optimization across key sales periods.
- Drove sustainable growth across multiple categories by developing long-term commercial plans that integrated pricing architecture, promotion cadence, and channel strategy. Successfully balanced short-term revenue acceleration with long-term brand positioning.

### LAZADA VIETNAM

APR 2021 - MAY 2022

Associate, Category Management - Health & Beauty Category

- Managed and planning the full commercial calendar for C2C Health & Beauty category including price positioning, assortment selection, and promotional mechanics.
- Lead end-to-end planning for mega campaigns such as (Birthday, 11.11, 12.12 and Tet), achieving +55% MoM growth in GMV through strategic price negotiation and visibility placement.
- Deal competitive prices with sellers and ensure constant stock availability to promote in campaigns and Flash sale.
- Make plans for internal category banners including designing and concept idealization, deal selection and product boosting.
- Managed budget category for C2C sellers.
- Managed visibility (homepage banners, push notifications, special slots) and pricing promotions for C2C Health & Beauty category.
- Guide team member push sellers C2C daily on competitive pricing with Shopee, Tiki, Sendo.
- Trained and supported top sellers on commercial operations, sales target planning, campaign performance tracking, and inventory management.

- Sales Forecasting & Demand Planning
- Consumer Insights & Category Development
- POSM Concept & Display Execution
- Loyalty Program Planning
- Business Intelligence Tools (Excel, Platform Analytics)
- Bilingual: Vietnamese & Chinese (Conversational)

- Market research, forecast consumer trends to propose new products and appropriate marketing strategies.
- Managed inventory levels, ensuring sufficient stock to meet market demand for category.
- Determine which products will be promoted on Homepage, banners and other marketing channels.
- Set performance KPIs for C2C sellers and provided weekly coaching to align with campaign goals.

### **TIKI**

**APR 2019 - FEB 2021**

Senior Account Manager - Health & Beauty Category

- Managed Top Brand at Tiki: L'Oreal group, Shiseido group, P&G, The Body Shop, Unicharm,...
- Suggest and build promotions monthly and in Big campaigns and Super Brand Day, work with marketing team to sell marketing services to brands.
- Achieved 23% lift in sell-out performance from Super Brand Day and cross-category campaigns.
- Make plans for internal category banners including designing and concept idealization, deal selection and product boosting.
- Negotiate with brands to have competitive pricing Shopee, Lazada, Sendo
- Determine which products will be promoted on Homepage, banners and other marketing channels like Facebook, Flash sale, Livestream with KOLs
- Ensure revenue commitments
- Analyze daily/ weekly/ monthly performance to optimize further marketing, pricing and product selection.

### **SHOPEE VIETNAM**

**APR 2017 - APR 2019**

Relationship Manager - Health & Beauty Category

\*Beauty Management/ Relationship Manager (Jan 2018 - Apr 2019)

- Managed sellers performance for sub-categories Skincare
- Growth-up sub-categories Skincare for 33% contribution in Health & Beauty Category
- Lead end to end planning for internal category banners including designing and concept idealization, deal selection and product boosting.
- Select and pick appropriate deals in all campaigns category and Flash sale, determine which products will be boosted on top
- Analyze daily/ weekly/ monthly sub-category performance to take further specific action to hit the target of order, revenue and growth

\*Key Account Manager - Shiseido, L'Oreal Group (Mar 2018 - Jul 2018)

- Establish strong relations with brands and support their performance
- Suggest and build promotions monthly and in Big campaigns, work with marketing team to sell marketing services to brands
- Determine which products will be promoted on Homepage, banners and other marketing channels like Facebook, Flash sale
- Ensure revenue commitments
- Analyze daily/ weekly/ monthly performance to optimize further marketing, pricing and product selection.

\*Incubate C2C sellers to sell on Shopee (Apr 2017 - Dec 2017)

- Establish strong relations with sellers and support their performance
- Deal competitive prices with sellers and ensure constant stock availability to promote in campaigns and Flash sale
- Identify top products to be boosted in campaigns and be chosen for Flash sale
- Train sellers to have good operation (packaging, processing and shipping goods in time, communicating with buyers,..)
- Evaluate daily/ weekly/ monthly seller performance to ensure monthly order target and seller growth week over week/ month over month



## **EDUCATION**

**HO CHI MINH CITY UNIVERSITY OF TECHNOLOGY**

**SEP 2013 - JUL 2017**

Major: Business Administration

Additional HSK-3 certificate (Chinese)