## Nguyễn Thị Cẩm Vân

Category Manager / Merchandising / Buyer



### Thông tin cá nhân

- **†** 26/08/1995
- Female
- 0934457108
- camvan2608@gmail.com
- 👂 Nhà Bè, Tp. Hồ Chí Minh

## Học vấn

# University of Finance and Marketing

2013 - 2017

Major: Business Administration

Graduated with: Good Degree

## Kỹ năng

#### Office Tools:

Word, Excel, PowerPoint, Power BI

#### Languages

**English** 

#### Soft Skills

Communication, Negotiation, Teamwork, Problem-solving, Adaptability, Data analysis

## **Career Objective**

**Short-term**: To develop practical skills in category and merchandising, improve supplier negotiation, and contribute to sales growth through effective planning and product selection

**Long-term**: To become a senior leader (e.g., Head of Category or Merchandising Director), leading a high-performing team and contributing to long-term brand equity, innovation, and profitability across multiple categories.

## **Work Experience**

Category Manager - Derma Skincare & Cosmetic

Feb 2023 - present

#### **Guardian Vietnam**

- Drive sales performance through accurate product selection, compelling promotions, effective in-store display planning, and regular market updates.
- Maximize profit by controlling pricing strategies, negotiating with suppliers, and managing the product portfolio efficiently.
- Maintain optimal inventory levels to balance supply availability and cash flow.
- Analyze consumer insights and category trends to identify growth opportunities and optimize product assortment.
- Develop and implement quarterly category strategies aligned with brand objectives and sales targets.
- Collaborate cross-functionally with marketing, supply chain, and store operations to ensure smooth execution of campaigns and launches.
- Track category KPIs and prepare performance reports for management review and strategic adjustments.

Senior Executive Merchandising

Jan 2018 - Jan 2023

#### VTV - Hyundai Homeshopping & VGS Homeshopping

- Research on consumer markets, new products, and customer needs to select suitable products and ensure revenue targets.
- Negotiated and discussed trading terms with suppliers.
- Forecasted sales and followed up with suppliers to ensure product availability.
- Developed ideas for promotional videos, highlighting product selling points to attract customers.

## Danh hiệu và giải thưởng

2018 - 2023

• Best Product of the Month

2018 - 2023

• Best Employee of the Month/Year