



MAI KHAC HAI LONG

TRADE MARKETING SPECIALIST


ABOUT ME


I have the orientation to immerse in the Marketing field and apply the experience having gained and will enhance to devote for my work with enthusiasm spirit. I really appreciate if I have any chance.

CONTACT

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 06 . 10 . 1997

EDUCATION

INTERNATIONAL UNIVERSITY
(2015 - 2020)
BUSINESS MANAGEMENT
OF MARKETING

WORK EXPERIENCE

SMARTA AGENCY -

ACCOUNT MANAGER IN HEINEKEN PROJECT

NOV 2024 - PRESENT

- Working closely with sales teams to implement Hiflex/Logo LED project.
- Following up and reporting result data to Trade Marketing Manager.
- Collaborating with suppliers and other departments to execute project progress.
- Measuring and monitoring to ensure plan.

NUTIFOOD NUTRITION FOOD JSC -

SENIOR SHOPPER/CUSTOMER TRADE MARKETING

MAY 2023 - AUG 2024

- Executed, briefed, tracked Trade activities for: activation, visibility, promotion,...for about 182,000 outlets of GT channel.
- Tailored the programs after evaluating data.
- Implemented post-promotion processes.
- Visited field.
- Implemented sales, training PG/PB.
- Learned the new systems and implemented digitalization such as QR CODE, Livestream,...
- Participated in the project to build new sales channel to encourage consumers/POS to use the shopping app.

INTERESTS



Reading book



Cooking



Soccer



Traveling

CERTIFICATE

UWE ENGLISH TEST

(STRUCTURE AND CONTENT
ALMOST SIMILAR TO IELTS)

READING: 6.5

LISTENING: 5.5

WRITING: 6.5

SPEAKING: 6.5

OVERALL: 6.5

SKILL

- Communication skill in economics English.
- Capability to work in a team.
- Capability to work with enthusiasm and proaction.
- Photograph and editor (Capcut, Canva).

CIRCLE K VIETNAM - BRAND EXPERIENCE EXECUTIVE

APR 2022 - APR 2023

PARTNERSHIP (15%).

- Worked closely with customers to discuss the process and terms for cooperation.

BRANDING (85%).

- Synthesized proposals to complete monthly and ad-hoc campaigns for 422 nationwide stores (in-store media such as 15 kinds of POSMs, LCD, Wifi ads..., and Facebook, web, CK Club app platform):
 - + Created monthly campaign schedule and process.
 - + Created marketing content, key visual ideas.

Tracked approaches with creative and client.

- + Handled post-campaign tasks: wrong POSMs, stores display, suppliers, stores review, and more.
- Researched competitors, organized activation.
- Monitored POSM rental slot, elements according to brand identity.

GIAO HANG TIET KIEM JSC - BUSINESS DEVELOPMENT EXECUTIVE

JAN 2021 - DEC 2021

- Sough and approached potential e-commerce businesses on multi-platform based on their, insight to recommend services to convince to use (Fluctuated 80 data per day).
- Coordinated closely with nationwide departments to assist customers (Managed monthly 42-114 shops).
- Reported to leader about business progress, customer needs, competitor activities, potential development of the service on Saturday (Monthly profit of 107,968,200 - 816,879,096 VND).