



# DOAN MY LINH

Retail Administration Staff



## Contact



13/09/1997



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## Education

Business Administration

Banking Academy

2015 - 2019



## Skills

**Technical Skills:** Word, Excel,

Powerpoint

**Soft Skills:** Data Driven, Stake

Holder Management, Logical

Thinking, Problem Solving, Time

Management



## Work Experience

**PARTNERSHIP AND SALES ASSISTANT**

2023 - PRESENT

LADIPAGE VN TECHNOLOGY JOINT STOCK COMPANY

### Main responsibilities:

#### Partnership

- Partner Support: Support onboarding for new sales agents, Product features, affiliate program, commission model for Agents & Publishers.
- Collaborate with the marketing team to develop periodic promotional programs for publishers
- Plays a crucial role in negotiating and signing cooperation programs, securing funding for partners and universities: Phenikaa University; Vun Art; HRA; La Trobe University;..

#### Customer Experience Improvement

- Deliver actionable insights from market research to drive strategic decision-making.
- Build long-term relationships with B2B customers; collaborator; publishers through consultation and promptly resolving complaints of LadiPage's products.
- Conduct market research and data analysis to gain insights into customer's pain points. Subsequently provide expert advice and sell suitable solutions.
- Collaborate with the Product team, Marketing team to improve LadiPage's product and system to ensure the best customer experience.

#### LadiPage' working process Development

- Build Customer Success Department's working flow for internal and external teams.
- Support creating KPI tracking reports performance for Sales team on a weekly/monthly/quarterly basis.
- Deep dive into revenue growth reports for each individual product.

#### Achievement:

##### 2024:

- Ensure that total monthly revenue per agents is between 50,000,000 and 100,000,000

##### 2023:

- Gained 20% new potential customers LadiFlow in Q3 vs Q2.
- Optimized 30% internal workload using new working flow.

**SALE ONLINE AND CUSTOMER SERVICE**

2022 - 2023

HANGY OFFICIAL (HTTPS:/ SHOPEE.VN/HANGY.OFFICIAL)

### Main responsibilities:

- Manage and assist customers in accordance with company regulations and policies regarding returns or repairs of products.
- Solve customer complaints and inquiries regarding products or order transactions, aiming to achieve operational targets and consistently receive 5-star ratings.
- Aid managers in establishing a standardized customer care system by building working flow and advice process.

### Achievements:

- Process Optimization: Streamlined complaint resolution processes, leading to a 40% decrease in customer churn during peak campaign periods.
- Customer Satisfaction Metrics: Implemented key performance indicators to measure customer satisfaction, achieving a 90% positive customer feedback rating.
- Data-driven Insights: Conducted in-depth data analysis to identify customer pain points and satisfaction levels, leading to actionable insights for process improvement.

## SHOPEE COMPANY LIMITED

**Main responsibilities:****Merchandiser | 2021 – 2022**

- Set commercial targets, draw layout, contents, home banners for Lifestyle Category in thematic campaigns & cluster campaigns.
- Provide actionable insights for continuous improvement.
- Analyze key metrics to improve performance and drive category growth.
- Monitor campaign performance and evaluate effectiveness via reports, trackers on a daily/weekly/monthly basis.

**Business Development | 2020**

- Onboard, engage in negotiations and foster collaborations with motorbikes sellers to secure favorable deals for various campaigns.
- Provide market insights on products, sellers and market dynamics from the sellers' perspective.
- Conduct market research to identify product trends and pricing across diverse platforms, facilitating the development of competitive pricing strategies

**Achievements:****2021 – 2022:** Main PIC of Spike Days & thematic/cross-cate campaigns

- Commercial performance of Lifestyle increased about 20% orders and GMV in 2021 vs 2022.

**2020:** Main PIC of Vinfast brand; Automotive Social Media

- Motorbike Project: Reached >100% target both in orders & GMV.
- Supported Motorbike Project to achieve \$1M GMV, sold Gold Package 11.11 for seller Honda Vũ Hoàng Lê (uplift 300% vs baseline).
- Successfully pitched "Deal to queue" campaign, which decreased 50% motorbike original price (in Spike Day 7.7).
- Vinfast: Accomplished sales exceeding 500 electric motorcycles on Shopee within the initial three months of onboarding in 2020.