# Võ Hồng Phước

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**Gender** Female

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# **OBJECTIVE**

Leverage my skills, experience, and market knowledge to excel as a professional merchandiser, delivering significant value to customers. By doing so, I aim to contribute meaningfully to the growth and success of the company.

# **EDUCATION**

July 2013 - Apr 2017 University of Finance - Marketing

Major: Marketing GPA: 3.1 / 4

#### WORK EXPERIENCE

Feb 2023 - Now

# **CELLPHONES**

Purchase Specialist

Industry Development in Retail – Household Appliances & Smart Home Products: Kitchenware, Electric Appliances, Personal Care, Smart Home Devices Key Responsibilities:

- 1. Strategically direct and develop the product category.
- 2. Monitor and control pricing and profitability.
- 3. Manage inventory effectively.

### **Details include:**

- Building and Maintaining Supplier Relationships: Actively sourced and developed relationships with new suppliers (global, C-brands, and local brands) while ensuring the maintenance of strong long-term partnerships to secure a steady supply of high-quality products.
- Negotiating with Suppliers and Distributors: Negotiate cooperation terms, pricing, and promotional agreements with suppliers and distributors to ensure favorable business terms.
- Sales & Market Analysis: Analyzed sales figures and market trends, anticipating product needs to optimize sales performance.
- Merchandising Strategies: Developed and executed merchandising strategies on a monthly, quarterly, and annual basis to drive sales and enhance customer satisfaction.
- **Profit and Sales Commitment:** Ensured commitment to achieving sales and profit (gross/net) targets across assigned product categories.
- **Product Launch:** Managed the successful launch of new products, working closely with suppliers and internal teams to ensure smooth market introduction.
- Promotions & Campaigns: Coordinated with the Marketing Department to organize promotional campaigns, maximizing customer interest and boosting

sales.

- Product Display Management: Maximized sales potential through effective product displays, optimizing product placement to increase visibility and customer engagement.
- **Inventory and Quality Management:** Tracked inventory levels and product quality, ensuring product availability and compliance with quality standards.
- Industry Knowledge: Stayed up to date with the latest industry trends, new product offerings, and innovations in the household appliances and smart home sectors.
- Effective Coordination with Internal Stakeholders: Collaborate effectively with internal teams to ensure timely and successful execution of related tasks
- Sales Reporting: Generated regular sales reports (weekly, monthly) to track performance and identify areas for improvement.

#### Nov 2019 - Jan 2023

# **MASAN MEATLIFE (MML)**

Data Analysis (to be in charge of Modern Trade)

In 2021, **3F** Viet officially became a part of **Masan MEATLife**, a subsidiary of **Masan Group**. The company's meat products are now distributed across various retail channels, including hypermarkets, supermarkets, and minimarkets such as AEON, Emart, Kingfood, Co.opmart, Co.opXtra, BigC, and other modern retail chains.

Key Responsibilities:

- Analyze sales data, market trends, and customer needs to support business decisions effectively.
- Collaborate with the production department to manage sales forecasting, inventory, and stock handling.
- · Assist the sales team in achieving targets and shaping business strategies.
- Work closely with the director to coordinate and oversee daily operations.
- Prepare detailed sales reports (daily, weekly, monthly) to track performance and identify opportunities.
- Set sales targets and monitor progress on a daily basis.

#### Nov 2019 - Jan 2023

#### 3F VIET FOOD - Member of Masan MEATLife

Assistant Director of Sales

**3F VIET:** One of the first Vietnamese companies to establish a FEED-FARM-FOOD system, specializing in providing chicken meat products (fresh, chilled, ready-to-cook, processed meat, etc.).

Key Responsibilities:

- Analyze and report on the company's business performance, including market trends and competitive positioning.
- Collaborate with the sales team to develop monthly, quarterly, and yearly sales plans.
- Support and guide the sales team to achieve targets and improve business strategies.
- Work closely with the director to coordinate and oversee daily operations.
- Prepare comprehensive sales reports (daily, weekly, monthly) to track progress and identify growth opportunities.

#### Mar 2017 - Nov 2019

# **ASIA GROUP**

Event Marketing and Assistant Director of Marketing

Key Responsibilities:

- Develop and execute engaging events and impactful brand activations.
- Generate innovative ideas to enhance the effectiveness and reach of marketing events.

- Collaborate with creative teams, project teams, or agencies to transform concepts into well-executed event solutions that exceed expectations.

  Create and manage event budgets to answer financial officiency.
  - Create and manage event budgets to ensure financial efficiency.
  - Track and evaluate participant satisfaction to measure event success.
  - Prepare detailed marketing reports to analyze performance and outcomes.

Jan 2017 - Mar 2017

# **ASIA GROUP**

**Event Marketing Intern** 

Key Responsibilities:

- Prepare event materials and items according to the plan.
- Evaluate the satisfaction of event participants to assess success.
- Create marketing reports as requested by supervisors.

# **ACTIVITIES**

Jan 2013 - Feb 2014

# **MARKETING CLUB**

Member of Marketing

Organize monthly events, network with UFM alumni

# **CERTIFICATIONS**

2016

**TOEIC Certificate with score 605** 

# **SKILLS**

Language	English
Computer	Word, Excel, Powerpoint