

NGUYEN THUY CAM NGOC

SENIOR PARTNERSHIP MARKETING/
CRM/ LOYALTY

PROFILE SUMMARY

CRM & Loyalty Marketing Specialist with 6+ years of experience in customer journey design, membership program management, and brand partnerships. Skilled in enhancing customer retention through CRM strategies, app operations, and exclusive co-branded campaigns with top banks and brands.

CONTACT

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📍 District 4, HCMC

EDUCATION

UNIVERSITY OF MARKETING -
FINANCE (2015 - 2019)

Bachelor's Degree in Marketing

SKILLS

- Project Management
- Negotiation
- Teamwork
- Loyalty Program Development
- Effective Communication
- Critical Thinking
- Proficient in working with POS system/ Back Office App/ CDP
- Automation Marketing
- Legal Document Preparation

CERTIFICATIONS

- English: Toeic
- MOS Word & Exel Certificate
- Tomorrow Markers: Data Analysis with Power BI

WORK EXPERIENCE



CJ Foodville Vietnam (TOUS les JOURS) 2024 - PRESENT
Partnership Marketing Specialist

Partnership management (50%)

- Campaign Management: Developed and executed cross-channel campaigns (CJ Group campaign, E-Voucher, sponsorships, co-brand, O2O Platforms) that improved customer acquisition and retention rates.
- Partnership & Vendor Relations: Actively built and maintained strategic relationships with key partners. Negotiated and executed contracts with merchants, handling the signing process and payment documents.
- Strategic partners: Woori Bank, Shinhan Bank, Mobifone, ShopeeFood, GrabFood, beFood, Capichi, Got it, Urbox, Giftpop, ...

CRM and Membership Program (50%)

- Work closely with agencies to develop and ensure smooth operation of the Membership App.
- Developed and executed membership programs and campaigns to attract new members and increase engagement.
- POS & CRM Operations: Oversaw the daily operations of the loyalty platform and participated in projects to develop new POS and App. This included data integration (API) and campaign setup.
- Data Analysis & Performance Optimization: Monitored campaign performance and customer data to optimize segmentation and targeted marketing.
- Oversaw CRM communications (SMS, ZNS, App Push) and managed customer segments.

Highlight:

- Launched App TOUS les JOURS (10/2024) - increased customer engagement and improved retention
- Achieved +40% O2O revenue growth, launching new platforms beFood, Capichi
- CJ GROUP campaigns 2024, 2025

L.P.OINT LOTTE MEMBERS VIETNAM CO. LTD 2020- 2023
Senior Operation Executive & Key Account Executive

- Managed strategic partnerships (Lotte Group & external partners): contracts, co-marketing, service agreements, payment processing.
- Directly negotiated with partners/agencies on collaboration terms, ensuring smooth long-term cooperation.
- Coordinated cross-functional teams (IT, Legal, Accounting) to resolve system/data/payment issues.
- Monitored and analyzed marketing campaigns & sales performance to support business development initiatives.
- Extracted and processed large datasets with IT to support CRM and marketing decision-making.
- Managed partner relationships and resolved system/data/payment issues, ensuring seamless operations.
- Tracked partner/customer data to detect anomalies & adjust strategies.
- Participated in CRM development projects (OTP SMS, loyalty system integration).

REFERENCE

Mr. CHA MIN HYEOK

✉ minhyeok.cha@cj.net

👤 Marketing Manager

L.POINT LOTTE MEMBERS VIETNAM CO. LTD

Marketing Executive

Partnership Development & Business Growth (70%)

- Manage strategic partners: UOB, Lotteria, Lotte Department Store, VNPT, Media One.
- Lead co-branded campaigns & events, driving new customer acquisition and revenue growth.
- Analyze partner needs & market trends to design innovative cooperation models and strategies.
- Coordinate cross-functional teams & vendors for smooth and timely execution.
- Key achievements: Delivered successful campaigns such as "Triple Saving & Reward 150k - L.POINT x UOB Bank" and "L.POINT ZONE".

Operational & Digital Marketing (30%)

- Oversee customer service channels (Fanpage, Hotline, Email, Website).
- Manage digital platforms, including website/app content, banners, and social media posts.
- Monitor & report performance, including membership growth, campaign results, and payment tracking.
- Implement direct marketing via SMS & Email campaigns.



PHUC LONG HERITAGE CORPORATION

2018 - 2020

Customer Service Specialist

- Coordinated with Marketing/Operations/Tech for smooth membership system operations.
- Collected customer feedback to propose improvements & new loyalty campaigns.
- Contact & take care of old and new customers via Hotline, Email, Fanpage, Website
- Loyalty System Management: Operated a member system of up to 70,000 members, contributing to a 120% increase in customer load during 2019-2020.
- App Development: Participated in the project to develop and launch a new app, website, and member system.
- Program Improvement: Proposed changes and improvements to the loyalty program based on customer needs and feedback