



Jake Nguyen

Work Experience

About Me

- Results-driven **Project Manager & E-commerce Strategist** with extensive experience in **large-scale project execution, process optimization, and cross-functional leadership**.
- Proven track record in scaling e-commerce operations, driving revenue growth, and enhancing operational efficiency across leading platforms like **Shopee, TikTok Shop, and Lazada**.
- Strong ability to lead strategic initiatives, streamline workflows, and manage **high-impact projects** with multiple stakeholders.

Expertise Skill

- Project Management & Execution** (Large-scale & cross-functional projects)
- E-commerce Operations & Strategy** (Shopee, TikTok Shop, Lazada)
- Process Optimization & Efficiency Improvement**
- Data-driven Decision Making & KPI Management**
- Stakeholder & Vendor Management**
- Retail & Pharma Industry Knowledge**

Education

- University of Economics Ho Chi Minh City
- B.A. in Business Administration | 2013 - 2017

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● Project - E-commerce Lead NPC Phar| 2024

- Led and executed e-commerce operations across **TikTok Shop, Shopee, Lazada**, overseeing **sales, logistics, and vendor partnerships**.
- Spearheaded strategies that resulted in **300% growth in sales within two months**, generating **4 billion VND revenue and 28,000 orders/month**.
- Developed and implemented data-driven solutions to optimize **inventory management, fulfillment processes, and SLA commitments**.
- Collaborated with **third-party vendors, KOLs, and marketing teams** to drive online engagement and sales.

● Operation- Listing strategy TIKTOK | 2024

- Led **strategic initiatives** to enhance product listing quality and ensure **compliance with global regulations**.
- Partnered with **legal, compliance, and category teams** to establish clear product listing policies and enforce platform standards.
- Developed **automation-driven solutions** to streamline compliance checks, reducing manual effort and increasing efficiency
- Improved **seller and buyer experience** by optimizing content strategies and refining product visibility algorithms.
- Achieved **negative review rate reduction to under 0.04%**, surpassing platform KPIs and enhancing user trust.

Work Experience

Retail Excellence - Project

Pharmacy | 2023-2024

- Managed **nationwide store expansion & renovation projects**, reducing opening time by **30%**.
- Worked directly with **C-level executives** to execute end-to-end store setup, operations, and performance enhancements.
- Designed and optimized operational workflows to enhance **store communication, pharmacist efficiency, and customer experience**.
- Defined, **detected the loophole as well as task delegated** to ensure the store can be operated smoothly.
 - **Fraud behavior** related to the physical product.
 - **Fixed the missing processing** across functions such as Finance, Store, Pharmacist, system relevant,...

Operation Solution/Project Lead

Shopee VN | 2022-2023

- Led **high-impact operational projects**, improving seller experience and product listing efficiency.
- Increased operational efficiency of the **Listing and Technical Services team** by implementing **cost optimization strategies, workforce planning, and headcount efficiency improvements**.
- Successfully handled **Shopee crisis management**, resolving large-scale platform compliance issues.
- Launched and managed **two new product categories (K-pop albums & OTC medicine)**, ensuring regulatory compliance(Apple and Chanel) and boosting sales.
- Reduced SLA from **7 hours to ~2 hours**, improving overall service efficiency.

Senior Project Management

Shopee VN | 2020-2022

- Directed large-scale **platform transformation projects**, aligning Vietnam's category structure with global Shopee standards(**30 categories and digital services**.)
- Led a **100+ member team** supporting Shopee Express Sorting Centers(Cu Chi & Binh Chanh) during the COVID-19 pandemic.
- Managed **20+ performance dashboards**, ensuring real-time monitoring and process efficiency.

Quality Control Supervisor

Shopee VN | 2018-2019

- Led a 6-member team overseeing Mall seller onboarding & content optimization.
- Increased search accuracy from 80% to 90% through machine learning improvements.
- Ensured 90%+ backlog resolution, meeting platform KPIs consistently.