



NGUYEN DINH DUY

DOB: 26/02/2000

RESUME OBJECTIVE

- Business Development and Client Relationship Professional with 4 years of experience across E-commerce and Retail Banking. Skilled in client management, data-driven planning, and operational coordination through roles at Shopee, Aeon Vietnam, and VietinBank. Seeking a long-term opportunity to contribute to sustainable business growth.

CONTACT

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EDUCATION

**University of Economics Ho Chi Minh City-
International School of Business (ISB)**

September 2018 - August 2022

- **Major:** International Business
- **Relevant Coursework:** Market Research, International Marketing, Consumer Behavior, International Business, Strategic Management
- Being rewarded with UEH's Top 500 Academic Project

SKILLS

- **Languages:** Vietnamese (native), English (fluent, TOEIC 795)
- **Technical:** MS Office (Excel Pivot Table, Data Visualization), Google Workspace, Canva, Basic SQL
- **Business:** Business Development, Client Relationship Management, Sales Pipeline Management, Cross-selling & Upselling
- **Analytical:** Market Analysis, Data-driven Decision Making, Performance Tracking
- **Soft Skills:** Communication, Negotiation, Cross-functional Collaboration, Problem Solving, Process Optimization

WORK EXPERIENCE

Vietinbank Branch 12, HCMC

July 2024 – October 2025

Customer Relationship Officer - Credit

- Develop and maintain relationships with 30+ high-value clients (VND 70B loan portfolio), ensuring 100% repayment rate and sustained satisfaction through post-loan follow-ups and tailored financial advice.
- Proactively acquire new customers through real estate networks, business events, and field prospecting, contributing to an average loan growth of VND 5 billion/month
- Conduct regular follow-ups and after-service survey to understand customer needs, providing tailored financial solutions and improving service quality.
- Act as the main coordinator for weekly performance metrics and reports (priority clients, eFast adoption, digital usage), ensuring accurate data tracking for management review.
- Apply a strategic cross-selling framework by introducing 3–4 complementary products (loans, deposits, credit cards, digital banking, insurance) per client to increase loyalty and product stickiness.
- Collaborate with operations and compliance teams to streamline onboarding and enhance customer experience.

Aeon Vietnam - AeonEshop, HCMC

July 2023 – June 2024

Ecommerce Merchandiser Officer – Foodline

- Managed product assortment and listings 1000+ products for the Foodline category on AeonEshop, ensuring accurate pricing, stock availability, and up-to-date product information across online channels.
- Coordinated with purchasing teams and suppliers on new product launching, pricing updates and stock planning.
- Collaborated with Marketing and Content teams to develop and execute online campaigns, brand activations, and product highlights to drive engagement and sales.
- Pulled and analyzed sales data to identify top-performing products and consumer trends, providing insights to plan campaigns that improved GMV and daily order volume.
- Monitored category KPIs (AdGMV, Daily Orders, Conversion Rate) to evaluate campaign effectiveness and propose business plans for category growth.
- Maintained cross-department coordination between purchasing, marketing, and operation teams to ensure seamless operations and enhance customer shopping experience.

Shopee - Ecommerce Platform, HCM

November 2021 – June 2023

Business Development Associate

- Managed and grew a portfolio of Lifestyle category short-tail sellers, driving 100% seller's participation in Shopee's ecosystem programs (campaigns, vouchers, flash sales, ads, affiliate) and improving overall category performance.
- Guided sellers on platform tools, dashboards, and campaign mechanics to improve their operational readiness and performance.
- Monitored ADGMV, daily orders, and conversion metrics to identify trends, top-performing SKUs, and growth opportunities, helping sellers optimize their product mix and monthly revenue.
- Coordinated with sellers and cross-functional teams to resolve order-related issues (shipment delays, stock discrepancies, incorrect listings), ensuring accurate updates on the system.
- Served as campaign coordinator for Deal Hunting and Freeship Xtra/Coin Cash Back programs, aligning cross-functional teams to ensure accurate execution and sufficient product availability.
- Collected seller feedback and operational issues to improve service processes and seller satisfaction.
- Recognized as "Best Seller of the Year" (2022) for achieving the highest number of new sellers purchasing Marketing Solution Packages.