



NGAN TONG

TRADE MARKETING SPECIALIST

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🏠 District 10, HCMC, Vietnam

Education

BACHELOR'S DEGREE

Ton Duc Thang University

Sep 2017 - Apr 2022

Sport Business & Event Management

BACHELOR'S DEGREE

(2nd Degree)

University Of Economics HCMC (UEH)

Apr 2024 - Apr 2026

Marketing

Certifications

- Finance For Non - Finance Managers – Certified by CASK Academy (2025)
- Business & Investment Law – Certified by Ho Chi Minh City University of Law (2025)
- Contract Negotiation, Drafting & Dispute Resolution – Certified by Ho Chi Minh City University of Law (2024)
- TOEIC Certificate: 735 (2021)
- Microsoft Office Specialist (2020)

Skills

- Market Analysis & Competitor Benchmarking
- Retail Marketing & Promotions
- POSM Management & Budget Control
- Supplier & Stakeholder Collaboration
- Project Management & Reporting
- Problem-solving & Teamwork skill.

About me

I aim to collaborate with a company where we can jointly contribute, build, and grow toward its success. My goal is to continuously refine my expertise in strategic marketing, leadership, and data-driven decision-making. Over the next three years, I aim to gain extensive experience in executing effective marketing campaigns, understanding key performance metrics, and optimizing ROI.

Experience

KING FOOD MARKET CORPORATION

In-store Communication Team Leader

Aug 2023 - Now

Senior Marketing Executive

May 2023 - Aug 2023

Main responsibilities:

- Led NSO campaigns from planning to execution, increasing store traffic by 15%.
- Managed & developed in-store POSM (permanent & promotional) to maximize visibility.
- Conducted competitor analysis and provided insightful reports to enhance strategic decision-making.
- Coordinated with cross-functional teams and vendors for activation success.
- Supported ATL & BTL campaigns with budget tracking and post-campaign reports.
- Executed brand events in partnership with embassies and key stakeholders.

Achievements:

- Established cross-functional POSM procedures, reducing related costs by 15% through process optimization.
- Optimized marketing activities and costs for NSO, cutting spend per store by 15% while maintaining sales targets.
- Negotiated successful 1-year deal with Digital Frame agency, cutting total marketing costs by 35%.

VIETNAM FOOD AND BEVERAGES SERVICE CO., LTD (VFBS)

Marketing Executive - Popeyes & Burger King

Oct 2021 - Mar 2023

Main responsibilities:

- Developed and executed monthly in-store promotions and campaigns.
- Managed POSM rollouts, activations, and customer engagement activities. Planned, forecasted, and executed NSO and LTO promotions.
- Conducted market and competitor analysis for strategy support.
- Coordinated with suppliers for promotional materials and merchandising.
- Reported performance results to executive management weekly.
- Negotiated and managed all contracts, PR, PO, payments to ensure cost efficiency.
- Participate in building and execute marketing plan including ATL & BTL activities.

GOLDEN GATE RESTAURANT GROUP

Customer Service Leader

Oct 2019 - May 2021

Main responsibilities:

- Managed in-store promotions & customer engagement activities to enhance shopper experience.
- Trained staff on food safety, service quality, and effective communication.
- Monitored daily sales reports and assisted in restaurant operation management.