



# TRAN THI THAO NY

## Commercial Planning & Operations

### ABOUT ME

Commercial Planning & Operations professional with 4+ years' fast-track growth from junior to team leader in logistics industry. Proven strengths in project & stakeholder management, CRM deployment, with a track record of designing and implementing multiples sales initiatives that improved retention and sales performance. Seeking to leverage data-driven insights and project leadership skills to drive CRM and e-commerce growth.

### PROFESSIONAL SKILLS

- Project & Stakeholder Management (MS Project, Jira)
- Process Optimization & Operational Excellence
- Strategic Planning & Data-Driven Decision Making
- CRM (Salesforce) & Commercial Enablement
- Advanced Microsoft Office (Excel, PowerPoint, Word) & Data tool (SQL)
- Leadership, Communication & Change Management

### WORK EXPERIENCE

#### NINJAVAN VIETNAM – *A tech-enabled logistics company*

##### ● Team Leader, Commercial Planning

Mar 2025 - Current

- Advised Commercial Head on business planning, budgeting & resource allocation, steering strategy for FS, BD & B2B growth objectives.
- Expanded CRM Salesforce utilization beyond sales pipeline to cross-functional workflow (Fin,CS,..), positioning it as a source of truth for business processes.
- Designed & delivered training and perf improvement programs, boosting sales capability.
- Reframed sales strategy under new business directions, ensuring alignment & sustainable growth.
- Supervised & coached team member - represented department in SOP committee to ensure performance excellence and smooth delivery.

##### ● Senior, Project Coordinator

Mar 2023 – Feb 2025

- Designed reporting frameworks & led data analysis to identify risks, deliver actionable insights, enhancing efficiency and decision-making for FS & BD team.
- Led cross-functional projects (process optimization, segmentation), achieving >95% successful deployment and adoption.
- Automated key processes (e.g., Sales - CS handover), cutting 90% workload and boosting efficiency.
- Led CRM Salesforce adoption & data hygiene, enhancing pipeline visibility and sales productivity.
- Built a cost-control and profitability review framework, optimizing pricing & resource allocation and eliminating unprofitable accounts.
- Recognized as trusted liaison by both local and regional leaders, ensuring smooth collaboration.

##### ● Junior, Project Coordinator

Sep 2021 – Feb 2023

- Provide biz reports & analytics, driving visibility & data-driven decision making for Field Sales team.
- Collaborated with cross-functional teams (Fin, BI, MKT...) to implement sales & operational projects, ensuring effective alignment.
- Built full-year sales initiatives calendar, driving proactive planning & resource allocation.
- Analyzed lead generation & executed programs that improved conversion performance.
- Managed end-to-end sales initiatives execution, ensuring 100% on-time delivery.
- Deployed new CRM Salesforce features, ensuring 100% adoption for tracking & reporting.

#### SMARTLOG VIETNAM – *Logistics technology solutions company*

##### ● Junior, Software Project Deployment

Jan 2021 – Sep 2021

- Develop project scopes and objectives, ensuring feasibility and business alignment.
- Delivered full-cycle software implementation (design, testing, UAT, go-live, post-support).
- Developed documentation & training, driving stronger user adoption and system usage.
- Applied Agile practices to coordinate teams and ensure on-time deliverables.

##### ● Intern, Software Project Deployment

Jul 2020 – Dec 2020

- Troubleshoot system bugs, boosting platform stability and client satisfaction.
- Prepared weekly progress reports, improving project visibility and team coordination.
- Documented meeting actions and tracked follow-ups via task management tools.
- Gained hands-on exposure to TMS/WMS systems and logistics digitalization.



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### CERTIFICATIONS

#### Lean Six Sigma Yellow Belt, AIGPE, 2024

Business process  
improvement, Project  
management

#### The Completed SQL Bootcamp, Udemy, 2024

Basic querying skills; skilled at  
turning data into insights for  
business decisions

#### TOEIC 745, IIG, 2021

Fluent in English for daily and  
professional communication

### REFERENCE

#### Ho Thuan (Mr)

Senior Commercial Planning  
Manager | NinjaVan Vietnam



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### EDUCATION

#### Bachelor of International Business, 2021

University of Economics HCMC  
- GPA: 8.3/10