

# Tran Minh Tri

Food Service Category Staff

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## OBJECTIVE

I am a highly motivated go-getter excited by the Food Service Category Staff position at Circle K Vietnam. This program would allow me to leverage my skills and collaborate on impactful projects, directly contributing to the company's success. Circle K's reputation for excellence makes it an ideal place to develop professionally. I am eager to learn and grow in this position, ultimately becoming a valuable asset to Circle K's long-term success.

## EDUCATION

### University of Finance - Marketing (UFM)

6/2020 - 4/2024

#### **Marketing Management**

- Recognized for achieving the university-level science research award in 2023.
- Completed specialized courses with top grades (3.5–4.0), graduating with a Very Good standing (GPA 3.32/4.0).

## WORK EXPERIENCE

### Suntory PepsiCo Vietnam Beverage

7/2024 - 7/2025

#### **Graduate Sales Talent**

- Achieved a 200%+ increase in sell-out volume (RCs) on a vacant route within three months.
- Optimized route efficiency by supervising daily sub-route activities and implementing re-routing to reduce transportation costs and time while balancing SOG and sell-out performance across the team.
- Drove a five-person team to a No. 1 ranking in new product launch sales and coverage in the HCMP3 region (Old Binh Duong & Binh Phuoc), featuring TEA+ Oolong Peach-Tropical 450ml (Feb, 2025) and 7UP 600ml (Mar, 2025).
- Cultivated strong customer relationships with over 1,000 ASOs and gathered critical market intelligence by conducting weekly fieldwork to collect feedback, monitor competitor activities and provide timely support for customer demands.

### General Agency GenCasa Bien Hoa - Generali Vietnam Life Insurance

4/2024 - 6/2024

#### **Marketing Staff**

- Create engaging content through market research, strategy, and scheduling.
- Interacted with customers, ran advertising campaigns, utilized analytics tools to monitor, optimize performance.

### Ulhwa Vietnam Co., Ltd.

9/2023 - 12/2023

#### **Business Department Intern**

- Executed brand differentiation & SEO strategies to drive traffic.
- Craft culturally relevant campaign for company's fabric launch, aligning trends, consumer needs with production.

### Starbucks Vivo City - Starbucks Vietnam

5/2022 - 10/2022

#### **Barista**

- Proudly mentored by Vu Van Duong, the 2023 Barista Champion of Starbucks Vietnam.
- Made top-notch drinks with consistent quality and presentation by following sequencing methods.
- Joining and hosting a coffee tasting events, sharing knowledge, passion for partners and customers.
- Leveraged fluency in multiple languages to provide exceptional customer service as the POS associate.

## EXTRACURRICULAR ACTIVITIES

### Nestlé Vietnam

8/2023 - 10/2023

## **Nestlé Summer School 2023**

- Participated in 2 soft skills courses: Interview Skills/ Business Communication Skills.
- Participated in 4 functional courses: Supply Chain/ Technical/ Marketing/ Human Resources.

## **Marketing Club (University of Finance - Marketing)**

2/2022 - 6/2023

### **Event Coordinator**

- Led 2 successful events for 500 attendees, ensuring smooth operations and efficient resource management.
- Oversaw a 20-member team to plan and execute events, boosting attendance through targeted social media and email campaigns.

## **CERTIFICATIONS**

- |   |      |
|---|------|
| • Nestlé Summer School E-Certificate.                         | 2023 |
| • edX - Analytical Skills for Business Analytics.             |      |
| • edX - Introduction to Problem Solving and Programming.      |      |
| • Coursera - Communication Skills for University Success.     |      |
| • Coursera - Critical Thinking Skills for University Success. |      |
| • TOEIC - 800.  | 2022 |
| • MOS Word & Excel 2013 - 1000/1000.                          |      |
| • HubSpot Academy - Digital Advertising Certification.        |      |
| • Google Digital Garage - Fundamentals of Digital Marketing.  |      |

## **HONORS & AWARDS**

- |  |      |
|--|------|
| • Ranked No.1 in Sales & Coverage for New Product Launch - 7UP 600ml.                        | 2025 |
| • Ranked No.1 in Sales & Coverage for New Product Launch - TEA+ Oolong Peach-Tropical 450ml. |      |
| • The sole GST24 of SPVB in the HCMP region to become a Sale Supervisor Trainee.             | 2024 |
| • University-level Scientific Research.  | 2023 |
| • Top 5 in the Technical Function of Nestlé Summer School 2023 Program.                      |      |

## **SKILLS**

Self-driven	<ul style="list-style-type: none"><li>• Results-driven mindset.</li><li>• Self-driven problem-solver with independent initiative.</li></ul>
Adaptability	<ul style="list-style-type: none"><li>• Ability to pivot quickly when needed.</li><li>• Flexibility in handling changes and unexpected challenges.</li></ul>
Data Analysis	<ul style="list-style-type: none"><li>• Forecasted event and promotion demand to maintain optimal warehouse inventory.</li><li>• Used reports to assess efficiency and business impact, optimizing execution strategy.</li></ul>
Team Leadership	<ul style="list-style-type: none"><li>• Collaborated with cross-functional teams to achieve targets and improve efficiency.</li><li>• Directed a 5-member team to No.1 in new product launch sales and coverage (HCMP3).</li></ul>
Time Management	<ul style="list-style-type: none"><li>• Effective prioritization of tasks.</li><li>• Proven ability to meet deadlines, efficient use of time and resources.</li></ul>
Communication Skills	<ul style="list-style-type: none"><li>• Active listening skills.</li><li>• Clear and concise written and verbal communication.</li></ul>