

LE MINH QUANG

ECOMMERCE AND CRM SPECIALIST



PROFILE

I am Le Minh Quang, a Bachelor of International Business with a specialization in Digital Marketing, possessing three years of experience in online management and e-commerce. I am writing to apply for the Ecommerce and CRM Specialist at your esteemed company. Leveraging my foundational skills in data analysis, digital marketing, and multicultural communication, I aim to contribute to roles that demand creativity, adaptability, and performance optimization thinking. As a dynamic and sociable professional, I am committed to swiftly acclimating to new environments. I am dedicated to delivering sustainable value to the organization through strategic insights and actionable initiatives.

EXPERIENCE WORK

Individual Business Management

Gene Studio Nail Bar 2021 - 2023

- Operational Management and Development of a Nail Salon: Spearheaded operations and growth strategies for a nail salon, achieving a 30% revenue increase over 3+ years through strategic brand image development on TikTok, Instagram, Facebook, and Google Maps.
- Cultivated a base of 100+ loyal clients by delivering personalized service experiences. Optimized marketing costs by 20% while sustaining a 5/5 Google rating since 2023."

Individual Business Management


Bussiness on Shopee 2020 - 2021


- Operational Management and Multi-Platform Social Media Customer Care: Oversaw daily operations and customer engagement across diverse social media platforms, achieving a 30% revenue increase through targeted strategies.
- Brand Consistency Oversight: Monitored and maintained unified brand messaging and visual identity across all marketing channels to ensure alignment with corporate objectives.


CERTIFICATION

Bachelor of International Business with a specialization in Digital Marketing (RMIT University graduating after 16th April 2025)

CONTACT

 088-638-1767

 Quangle.05072000@gmail.com.vn

 58 Street 6, Quarter 2, Binh Chieu Ward, Thu Duc City

 05/07/2000

SKILLS

- Data Analysis
- Critical thinking
- Digital marketing
- Time management
- Multicultural communication
- Creativity
- Flexibility
- Rapid adaptability
- Team Work

LANGUAGES

- English (6.5 ielts)
- Vietnamese

REFERENCE

Nguyen Minh Anh
(Mananger of Tron Beauty)

Phone: 0902637806

Email: informinganh@gmail.com