

MINH THU TRAN

Category Management



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Ho Chi Minh City

Experience

Senior Digital Ecommerce Specialist Jan 2024 - Mar 2025
Yes4All Trading Services Company Limited

- **Led end-to-end new product development process:** from market research, product concept ideation to GTM execution. Led GTM execution for 5+ new products per month, achieving a 30% faster time-to-market and 20% sales uplift within the first 3 months. Successfully led product launches, earning the Best Seller tag within 25 days and capturing 10% market share in the Football/ Boxing/...category.
- **Developed and executed brand-owned campaigns** (independent from eCommerce platform campaigns), including full campaign planning, post-mortem analysis, propose idea & concept. Effectively clearing excess stock and driving 13% increase in sales (compared with normal day).
- **Leveraged multi-channel performance data (Ads, SEO, marketing budget)** to identify inefficiencies and optimize MKT fees, resulting in a significant reduction in CAC/ACOS/CPC. Generated \$1M GMV, with 11.5% ACOS on new SKUs (6-month-old products) and %MKT/GMV below 9% in big sales campaign.
- **Collaborated with SEO and design team to define campaign theme's requirements** (key visuals, content, assortment), market & audience strategy for seasonal campaign. Successfully executed campaigns (Yoga's Day, Father's Day, Mother's Day, International Sports Day, Black Friday,..), resulting in a 25% increase in engagement and improved conversion across promoted SKUs.
- **Boosting brand visibility and positioning Campaign:** Collaborated with Product Development team to launch unique appearance, high-impact SKUs with no direct market competitors in sports category.
- **Served as buddy/mentor for both interns and team leaders:** Supporting onboarding, training, and cross-functional alignment.

About Me

Ecommerce professional with 4+ years' experience in campaign planning and performance marketing. Skilled in cross-team collaboration and stakeholder alignment to drive impactful brand-creator campaigns and social engagement

Skills

Technical Skills :

- Ecommerce Platform Operations (Amazon, Walmart, Shopee)
- Digital Campaign Management (SEO & SEM)
- Market & Competitor Research
- Forecasting & Planning Inventory
- Product Portfolio/ Category Management
- Pricing Strategy

Soft Skills :

- Communication & Collaboration
- Adaptability & Flexibility
- Creativity & Strategic Thinking
- Problem Solving & Decision Making
- Presentation Skills
- Basic editing (Canva)

Language

- English (Work Proficiency)
- Chinese (Basic - 1 year of study)

Ecommerce ExecutiveMay 2022 - Jan 2024

Yes4All Trading Services Company Limited

- **Managed a portfolio of >100 SKUs** with 40% ranking as top revenue contributors through effective sales tactics and performance marketing strategies.
- **Led daily ecommerce operations and execution strategies** on Amazon and Walmart, ensuring account health score of 98/100 and platform compliance.
- **Created SEO-optimized listings** in collaboration with creative team, boosting CTR and Glance View performance.
- **Generated in-depth campaign performance monthly reports**, highlighting key insights and delivering actionable recommendations to optimize future executions. Drove 18% QoQ growth in specific product lines after strategy revision.

Marketing InternOct 2020 - Dec 2021

LIBÉ Fashion Brand

- **Launched branded “hashtag and filter” campaigns**, resulting in 100+ user-generated posts per day and 30% increase (compared to normal day) in brand followers on social platforms (Instagram & Facebook).
- **Developed seasonal video plans** based on market analysis and customer insights to align with trends and consumer interests.
- **Selected and briefed KOLs/KOCs for individual product campaigns**, providing tailored post guidelines to ensure alignment with brand messaging and target audience engagement.

Education & Certificates

Bachelor of International Business	2018-2022
Ton Duc Thang University	
International English Language Testing System (IELTS) Certificate	2022-2024
6.5/9.0	
Amazon Ads Retail Certificate	2023
Microsoft Word 2010 Specialist	2022
Microsoft Excel 2010 Specialist	
Microsoft PowerPoint 2016 Specialist	

References

Ms. Ngan, Thai
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Portfolio
LINK PORTFOLIO