

HOANG NGOC MINH HIEU

Ho Chi Minh, Vietnam | hoangngminhhieu@gmail.com | (+84) 932597182

CAREER OBJECTIVE

Work intensively in the FMCG industry and advance to a senior level within the next three years, particularly gain extensive experience in both professional skills and market insights, as well as the strategic planning.

WORK EXPERIENCE

LOTTE Vietnam Shopping JSC - LOTTE Mart

Jun 2022 - Present

Beverage & Alcohol Merchandiser | Oct 2024 - Present

Report directly to Beverage & Alcohol Senior Manager

Sales and Commission Management:

- Negotiated trading terms, monthly and ad-hoc promotions, activations, and leasing agreements with key FMCG suppliers including Coca-Cola, Suntory Pepsico, etc.
- Coordinated and monitored in-store activities such as price-off, gift campaigns, sampling, activation, and display adjustments to improve sell-out performance and ensure seamless in-store execution.
- Analyzed sales, margin, inventory and promotion results across stores and time periods (weekly, monthly, promotional cycles); provided data-driven recommendations to boost both sales and commission targets.
- Ensured coordination across internal departments (Marketing, MD Planning, POG, Leasing, Operation, etc.) to execute trade initiatives and optimize business outcomes.
- Supported tracking and evaluation of trade activities at point of sale, contributing insights for future planning.

Category Management: Develop and implement the strategic sales plan of Soft drink & Juice category

- Oversaw the performance of the assigned category and ensured optimal pricing, sales, product profit, commission, rotation days, inventory, promotion, product assortment, quality, planning and allocation.
- Assessed new product launches from suppliers based on quality, pricing, activation support, and commercial potential before integrating into store assortment.
- Conducted regular competitor analysis and market visits to evaluate trends, consumer behavior, and promotional tactics in order to improve category performance and optimized product assortment.

Marketing Specialist | Dec 2022 - Sep 2024 & Marketing Intern | Jun 2022 - Nov 2022

Report directly to Marketing Senior Manager & Receive high recognition for promotion to Assistant Manager

Promotion Management

- Planned and executed trade promotions (purchase with purchase, gift with purchase, coupons, cross-selling...) tailored for store openings, renewals, catalogs, and seasonal campaigns.
- Collaborated with the Merchandise team and Design team to plan promotion mechanics, develop POSM content/design, and coordinate in-store display implementation.
- Coordinated with stores and departments to ensure accurate execution and timely issue resolution.
- Registered promotional programs with the Department of Industry and Trade; monitored competitor campaigns and generated monthly insights reports.

Budget & Campaign Execution

- Managed marketing budgets related to trade promotion campaigns; tracked spending, ensured accurate reconciliation and reporting, and maintained budget discipline.
- Supported related teams in resolving promotion settlement issues and ensured adherence to campaign guidelines and documentation flow.

Membership & Partnership Management

- Developed and led new member acquisition campaigns, exceeding 150% target in Q4/2023.
- Executed co-branded promotions with key partners (e.g., ShinhanBank, VietinBank, MOMO, VNPay, ZaloPay, Unilever, VIB...) across nationwide campaigns.
- Handled expense reconciliation and partner payments while contributing to 2024 membership policy planning.

EDUCATION

University of Economic, HCMC | Business Administration

2019 - 2023

- Cumulative GPA: 3.67/4.00
- One of the top-performing students in the major, rank in the top 10 among 500 graduates in the discipline

HONORS AND AWARDS

- UEH Scholarship for outstanding performance in Academic and Extracurricular Activities 2020 & 2021
- Won the Silver Prize in UEH Young Researcher Competition 2022
- Won the Silver Prize in UEH Scientific Research in Business Administration competition 2021