



# PHẠM HUỲNH QUẾ LAM

TRADE MARKETING SPECIALIST

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🎂 1999

## Education

**Bachelor of Economics**  
**Major in Industrial Management**

HCMC University of  
Technology and Education | 2021

## Skills

- In-store activation development
- POSM execution
- Budget management & cost optimization
- Cross-functional coordination
- Team work

## Language

English (700+ Toeic)

Vietnamese

## About me

I have 3 years of marketing experience in the Retail and F&B industries, with strong capabilities in in-store activation planning, cost optimization, POSM management, and cross-functional collaboration. Thus, I am excited to apply for the Trade Marketing Specialist position at Circle K Vietnam Company and fast-track to grow into a leadership role in 5 years.

## Experience

**Trade Marketing Supervisor** Aug 2023 - July 2025  
Central Retail Vietnam

**\* Marketing communication materials production (40%)**

- Coordinated with supermarkets, commercial teams and design teams for periodic catalog/POSMs production.
- Managed printing and distribution of catalogs to supermarkets and customers, adhering to tight deadlines.
- Analyzed sales performance contributed by the catalogs and delivered post-campaign reports.
- Handled suppliers' procurement: quotations, purchase orders, contracts and payments.

**\* In-store activation (30%)**

- Proposed and supported supermarkets in product displays, POSMs and seasonal activations campaigns (lucky draw, vouchers, redemption...)
- Sourced and worked with suppliers/agencies for cost-effective event execution.
- Supported supermarkets in registering promotional programs with the authorities.

**\* Budget management & Cost optimization (30%)**

- Planned and allocated trade marketing budgets effectively.
- Tracked actual costs and proposed cost-saving solutions. Successfully reducing printing and transportation costs by 60%.

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## Marketing Executive

Mar - June 2023

Bánh tráng Ché Liễu PE.

### \* Content marketing (60%)

- Planned and developed content plan for the brand's official fanpage.
- Took photos and videos in-store to produce engaging content for social media.

### \* Franchise store & grand opening support (40%)

- Conducted area survey to offer promotions, helping increase customer footfall by 60%.
- Checked franchise stores to ensure alignment with brand identity guidelines.
- Proposed and executed promotions for new store openings

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## Marketing Operation

June 2022 - Jan 2023

VNG Corporation - ZaloPay

Worked in the Merchant Marketing team - responsible for developing and executing promotion campaigns for merchants across various sectors (Retail, F&B, E-commerce, and Entertainment)

- Managed and set up merchants' campaigns on app and fanpage, including T&C, notifications and banners.
- Collaborated with design team to make sure key visuals aligned with brand guidelines and merchant requirements.
- Managed POSM budget and end-to-end production process: worked with vendors, followed timelines and ensured on-time delivery to stores.

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## Personal Project

### Founder – Âm Sắc Âm Candle

Apr 2024 - May 2025

- Founded a handmade scented candle brand inspired by warmth and emotional connection.
- Managed end-to-end small business operations, including product development, branding, packaging, and both online and offline sales.