NGUYEN HONG NGOC

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ABOUT ME

Detail-oriented and analytical candidate with 2 years of experience in customer and business operations, skilled in coordinating cross-functional workflows, handling high-volume service workflows and data tracking across multiple platforms. I'm eager to apply my service expertise to support category operations, merchandising administration in a dynamic retail environment

EDUCATION

University of Economics Ho Chi Minh City (UEH)

- Major: Commercial Business
- GPA: 3.5/4
- Coursework: Customer Relationship Management (CRM), Service Marketing, Business Analytics

WORKING EXPERIENCE

Saigon Realty JSC

Client Service Intern | 12/2024 – 05/2025

- Supported client service operations by coordinating client data updates, contract tracking and resolving more than **200 client inquiries** across chat, email, and phone channels
- Utilized **Airtable** and **Excel** for contract and issue tracking, improving data accuracy and turnaround efficiency to support cross-department communication and administrative tasks
- Collaborated with internal teams to streamline workflows and communication, contributing to a **10% increase in client retention** through operational efficiency and service follow-ups

ILA Vietnam

Customer Care Assistant | 12/2022 – 10/2024

- Handled high-volume multi-channel customer communications and supported operational processes to ensure consistent service quality across programs
- Collaborated with cross-functional internal teams to provide customers with accurate information and proactive follow-up care, ensuring timely resolution and streamlined workflows
- Monitored and updated customer data on the **LMS** for reporting and performance tracking, contributing to an average **customer retention rate above 85%** through data-driven engagement programs
- Assisted Marketing team in implementing student engagement projects, compiling and analyzing customer insights to support program tracking and performance tracking

Go-to-Market Strategy Simulation – FMCG (Learning Project)

- Conducted market research and shopper behavior analysis to identify purchase triggers/barriers and consumer trends across GT/MT/E-commerce channels
- Developed a 6Ps Go-to-Market strategy, integrating data insights to optimize sales forecasts, channel efficiency, promotion execution and customer shopping experience

ADDITIONAL INFORMATION

Languages: Fluent English (IELTS 6.5 - good verbal and written communication), Basic Chinese

Technical Skills: CRM and Data Tools (Airtable, Excel/Google Sheets, LMS), Operation and Reporting (Data cleaning and Tracking), MS Office (Word, Excel, PowerPoint), Customer Communication and Support

Soft Skills: Communication and Collaboration, Analytical Thinking, Problem Solving, Multitasking, Adapability

Achievement & Certification: Prize A UEH Student Scientific Research 2023, IC3 Certificate – Internet & Computing Core Certification