

# MAI NGOC LE VY

## Ecommerce & CRM Specialist

A skilled operation associate with extensive experience in the e-commerce and Fin-tech industry, I am proficient in the operation management, build relationship with third-parties and user experience in company's product. I want to utilize my skills to make significant contributions to your organization.

### CONTACT

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### EDUCATION

**Ton Duc Thang University**  
2017 - 2021

**Bachelor's Degree in**  
**Business Administration**

### SKILLS

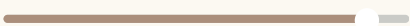
Project Management



Data analysis and presentation



Communication



Multi-tasking



Diagrams



Salesforce



Office 365



Google Sheets



Looker Studio



Google Slides

### EXPERIENCE

#### Customer Service - BPO Operations Management

MoMo - Mobile Service Joint Stock Company | Oct 2023 - Present

- Play a key role in managing BPO vendor with **40** agents support user in multi-channel (Call Center, Email, Chat, App). Lead and manage team resources to ensure real-time KPI, SLA and performance.
- Take ownership of SLA, ensure real-time process, monitor productivity, inbound volume and reach **90%** utilization rate and **85% CSAT** (nearly 7000 contacts per day)
- Work closely with vendors in dealing contract terms, review hiring and onboarding newbies to ensure qualified candidates.
- Develop data-driven strategies and summarize inflow trends to enhance the suppliers capability and save company cost.
- Utilize product knowledge to verify issues and accompany with business leaders from CS team to provide solutions for customer's queries regarding account, transactions, etc
- Prepare and forecast annual budget for business partners and find solutions for improving metrics, along with making plans to optimize working flow plus reduce expenses.

#### Content Operations

ShopeeFood - Shopee Vietnam - SEA Limited | Dec 2021 - Oct 2023

- Managed content/menu display on internal system and external application of all ShopeeFood sellers with accepted criteria.
- Built and conducted SOP to reduce **30%** lead time onboarding with nearly **1,000** new merchants successfully activated per week.
- Coordinated with **+200** BD nationwide plus other stakeholders to consolidate and optimize onboarding workflow. As a result, saved cost and BPO's resource (**5 HCs in Q4-2022**)
- Acted as a bridge between Partnership and Marketing team to setting up and executing monthly campaign for sellers.
- Identified struggles in seller's operations and proposed initiatives to cross functional team to enhance their experience and utilize self-help options.