



HUỖNH CHÂU ẮNH TUYẾT

PLANOGRAM STAFF



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Tan Binh District



08/07/2003

SUMMARY

A marketing graduate with hands-on experience in retail store display, POSM setup, and campaign execution at GS25. Skilled in analyzing market and competitor activities, coordinating suppliers, and ensuring planogram compliance. Proactive, adaptable, and passionate about creating impactful merchandising solutions to drive sales.

EDUCATION

Ton Duc Thang University

2021 - 2025

Bachelor's degree, Marketing

Very Good Classification (GPA: 8.43/10)

EXPERIENCE

GS25 Viet Nam

Dec 2024 - Jun 2025

Trade Marketing Intern

- Coordinated POSM preparation for 10+ new store openings per month, including design briefings, production follow-ups, and the timely delivery
- Supporting the execution of monthly thematic and promotional campaigns across the store network, ensuring correct POSM setup and on-shelf display according to planograms.
- Worked with external suppliers (printing houses, event agencies) to ensure 100% on-time delivery and high-quality activation materials.
- Analyzed competitor activity (pricing, display, campaign mechanics), delivering actionable reports that helped optimize GS25 campaign strategies.
- Conducted 30+ store visits to monitor POSM execution and ensure display compliance.
- Participated in mystery shopper audits, scoring store compliance and merchandising performance.
- Proposed improvements for POSM design and campaign implementation,
- Assisted in managing promotional gifts and partner communication for seasonal events.

CERTIFICATIONS

Mos Word & Excel 2016

TOEIC 850

HONORS & AWARDS

Top 5 in TDTU's 2025 Student Startup Idea Competition – surpassing 44 competing teams

Third Prize in the "60 Years of Life" Writing Competition organized by Faculty of Business Administration, TDTU.

SKILLS

Trade Marketing

Communication & Collaboration

Data Analytical Skill (Excel, Power BI)

Languages - Vietnamese (Native), English (Intermediate)

Strategic Planning