



# GIANG THI THANH TUYET

Customer Service & Loyalty Manager

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## SKILLS

- Customer Loyalty & CRM Strategies
- Marketing & Promotions Management
- Marketing Automation
- Project Management
- Customer Service Management
- Data-Driven Decision Making

## KEY ACHIEVEMENTS

- Successfully launched and managed two mobile applications, enhancing customer engagement.
- Achieved 90% conversion of loyalty members from physical cards to digital platforms (app/web).
- Increased member revenue ratio by nearly 15% and improved new membership acquisition by 12%
- Integrated fully member transaction-based communication platforms, boosting active member rate by 10%.

## PERSONAL STATEMENT

Experienced marketing professional with a strong focus on Loyalty Marketing and CRM over 10 years. Successfully launched and managed loyalty apps, increasing customer engagement and revenue growth. Skilled in app development, customer retention strategies, and data-driven decision-making to optimize loyalty programs.

## EXPERIENCE

### Customer Service & Loyalty Manager

#### AFG VIETNAM

June 2017 – present | 8 years

- Developed and executed marketing plans to enhance loyalty program performance and mobile app adoption
- Built segmentation frameworks and implemented CRM strategies to acquire, retain, and engage customers.
- Championed customer experience across all touchpoints: in-store, app, website, and social media.
- Led new app development, managing business, marketing, and UI/UX requirements.
- Maximize retention rate and increase the number of active members by providing professional and special offers
- Mobile app development strategy and e-promotion
- Visual merchandising management relating to Membership
- Analyzed customer data trends to optimize product assortment and promotional strategies.
- Managed POS promotions, member communications, and campaign execution to drive revenue growth.
- Worked closely with Coca-Cola, Fonterra, CGV and other partners to implement strategic loyalty campaigns, utilizing budget efficiently to create exclusive customer benefits
- Partnered with e-commerce platforms to integrate loyalty programs, boosting engagement and sales through digital retail collaborations

## INTERESTS

- Trekking
- Camping
- Running
- Reading
- Cooking

## EDUCATION/COURSES

- University of Finance – Marketing
- Modern Marketing Strategy
- Brand KPI

## Loyalty Coordinator

**AFG VIETNAM** July 2014 – June 2017| 3 years

- Manage the Mystery Dine Campaign.
- Managed membership database and integrated it with POS systems.
- Executed targeted promotional campaigns to boost engagement.
- Respond promptly to customer inquiries about points, promotions, and account updates.
- Prepare monthly reports on RPP sales, pax, frequency, and promotion reviews as requested by the BOD.
- Oversee the Member Database and collaborate with Naviworld & BzB for POS data transfers.
- Monitor RPP mechanisms, identify POS issues, and suggest solutions.
- Set up and manage POS promotions related to RPP.
- Send targeted EMS/SMS to members for promotions.
- Contribute ideas and supervise RPP campaign execution..
- Collaborate with Marketing and Digital Teams on promotions and data sharing.

## Customer Service Coordinator

**AFG VIETNAM** May 2013 - July 2014| 1 years

- Addressed customer inquiries and provided insights to enhance service strategies.
- Prepare monthly reports of RPP Sales/ Pax/ Frequency, RPP promotion review or other reports related to RPP requested by BOD
- Be in charge of Member Database, collaborate with Naviworld & BzB (POS partners) to process all database during POS transferring time.
- Assisted in implementing customer engagement initiatives to improve satisfaction and retention.