



# LANG THI BINH

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## PROFESSIONAL SUMMARY

Results-driven professional with 2+ years of experience in business development, market research, and strategic planning. Proven track record in driving revenue growth, optimizing processes, and managing cross-functional projects. Adept at delivering data-driven insights and building strong stakeholder relationships. Multilingual communicator (proficient in English, elementary Chinese) with a passion for creating innovative solutions to complex challenges.

## WORK

03/2025 – Present

### EXPERIENCE Project Management - Contract, Dandelions Market Research

- Managed QC processes, ensuring high-quality standards in project execution.
- Collaborated with cross-functional teams to ensure seamless project execution.
- Reviewed field data, providing actionable insights to drive improvements.
- Conducted field assessments for Unilever, Nestle, and Quantum, ensuring deliverables met client expectations.
- Managed multiple large-scale projects for FMCG and F&B brands such as Sunlight, Knorr, OMO, Comfort, Milo, and Sting, delivering high-impact results within tight deadlines.

09/2023 – 03/2025

### Business Development, Thien Long Group

- Designed data-driven channel and category strategies, providing actionable insights to shape overarching business objectives and drive market positioning.
- Directed and analyzed customer, distributor, and channel performance, prioritizing high-value opportunities and optimizing resource allocation.
- Collaborated with the Demand Planner to produce accurate sales forecasts, ensuring optimal supply chain efficiency and distribution planning.
- Advanced in generating reports, managing inventory, and monitoring financial processes through ERP platforms like SAP to drive operational excellence.

02/2023 – 08/2023

### Project Assistant, Global Sources

- Built and analyzed databases, market trends, and industry reports to support strategic decisions.
- Executed projects and onsite activities, including planning, operation, and post-event wrap-up.
- Managed the business matching lounge at Global Sourcing Fair Vietnam 2023, facilitating over 30 meetings between buyers and suppliers.

**Key achievements:** Attracted over 6,000 visitors and 1,000 buyers to the event.

03/2022 – 10/2022

### 99 Gold Data Processing Trading Company Limited

#### Sale Executive

- Generated leads, managed client outreach, and negotiated contracts to secure high-value export deals.
- Spearheaded targeted email campaigns and optimized advertising strategies, increasing product visibility.
- Provided end-to-end support for international clients, ensuring a seamless customer experience.

**Key achievements:** Secured 1 order 20ft container about Coir Pellet (DG Cargo) to Malawi.

#### Logistics Intern

- Researched customer leads and managed email campaigns to generate sales.
- Supported business operations by preparing documentation and negotiating with clients.

**Key achievements:** Successfully closed an export order for Murex Operculum Seashell to Saudi Arabia.

**Telesales, OCEANIA - Real Estate brokerage firms**

- Conduct outbound calls to generate leads and prospects
- Understand customer needs and pitch products/services persuasively
- Provide excellent customer service and build strong relationships
- Accurately log sales activities and performance data

**Key Achievements:** Successfully invited 5 prospective clients to visit project.

10/2019 – 01/2020

**Telesales, BEST NOW - Real Estate brokerage firms**

- Phoned potential customers to introduce the project, data is available.
- Proactively identified customer needs and provided relevant information, ensuring a personalized and consultative approach.
- Delivered expert advice and detailed project insights on the Grand World Phu Quoc development by VINGROUP, enhancing customer interest.

**Key Achievement:** Successfully invited 5 prospective clients for site visits, contributing to increased project visibility and potential sales.

06/2019 – 09/2019

**Teaching Assistant, A-E EDUCATION - Buon Me Thuot City , Vietnam**

- Supported teachers with administrative tasks, including attendance tracking and grade calculations.
- Enhanced student learning by reinforcing key concepts and providing one-on-one guidance.
- Promoted a positive classroom environment by ensuring discipline and engagement.

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**EDUCATION**

08/2019 – 12/2022

**Bachelor Degree of International Economics-** Ho Chi Minh University of Banking.

**Major:** International Economics

**GPA:** 3.11/4.0

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**KEY SKILLS****Technical Skills:**

- Microsoft Office Suite (Excel, PowerPoint, Word)
- Adobe Creative Suite (Photoshop, Illustrator, Premiere)
- Data analysis and forecasting tools
- ERP system as SAP

**Soft Skills:**

- Strategic planning and problem-solving
- Project management
- Critical Thinking
- Analytical
- Digital Skills
- Continuous Learning Mindset

**Languages:**

- English (Proficient)
- Chinese (Elementary)