



# Nguyen Le Thi Nhu Hao

## E-commerce Executive

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With hands-on experience working closely with brands and e-commerce platforms, I've been involved not only in sales growth but also in daily operations—work closely with system and gaining a deep understanding of processes to drive technical innovation. Currently, I am seeking to expand into platform and system-side roles to deepen understanding of e-commerce infrastructure, including website and app development.

## WORK EXPERIENCE

### Key Account Management, Intrepid Vietnam | Jul' 2024 – Aug'2025

Manage e-commerce accounts for fashion and electronics brands; act as key liaison between brands and platforms.

- **Relationship Management:** Build long-term partnerships by negotiating co-funding, exclusive deals, campaigns, livestream, and other growth programs
- **Data Analysis:** Analyze sales data, competitor activities, customer insights to identify opportunities through key products, campaign, ads,... and boost performance. Develop, maintain reports to support strategic decision-making
- **Operation Management:** Oversee campaign execution with accurate pricing, promotion, content, and on-time setup. Manage product master data and stock reports to ensure ready-to-sell status across platforms. Optimize operational workflows to reduce errors, save time, and improve efficiency
- **Internal Coordination:** Collaborate with cross-functional teams (Merchandising, Livestream, CS...) to optimize and ensure smooth operations

#### Achievement:

- Ensured smooth store operations across daily and campaign activities, maintaining operational scores above 80%
- Supported brand to grow revenue by 34% in Nov vs.Oct, ranked top 3 in revenue during Shopee's 11.11 campaign
- Built operation templates to reduce program registration time by 30–50%, enhance multitasking, and minimize errors using Power Query (Excel) and SQL query

### Key Account Management, Lazada Vietnam | Sep' 2022 – Jun' 2024

- **External Facing:** Support sellers in building, operating stores by providing platform guidelines, campaign updates, market insights
- **Performance Analysis:** Monitor store performance and provide recommendations for growth and optimization by advising on business strategies, ads planning, potential products. Prepare regular reports for team performance tracking and insight generation
- **Internal Coordination:** Assist in resolving operational issues to ensure smooth buyer experience

#### Achievement:

- Supported sellers in achieving 5–15% monthly revenue growth and built strong seller relationships
- Ensured key items' presence in Flash Sale campaigns, contributing to the team's overall sales target
- Gained deeper industry knowledge, improved soft skills, and enhanced proficiency in analytical tools

## EDUCATION

### HCMC University of Technology | 2024 – Now

Management Information Systems

#### Certificate

- Google Data Analytics Specialization
- Microsoft Power BI Data Analyst
- SQL (Intermediate) – HackerRank

### University of Economic HCMC | 2018 – 2022

Bachelor of International Business

- GPA: 8.17 / 10
- Prize for Student of 5 merits – 2021
- Volunteer, extracurricular activities member

## SKILLS

Advanced Excel (Power Query, Pivot)  
Data Analytics, draw.io  
Knowledge in Power BI, SQL (MySQL), Python

Creative  
Quick learning  
Detail-oriented

Problem-solving skill  
Work with cross-function  
High sense of responsibility