



LE TRUC LINH

TRADE MARKETING SPECIALIST

 [My Portfolio](#)

 [Truc Linh Le](#)

 0798 260 902

 letruclinhwork@gmail.com

SUMMARY

I am eager to contribute, and grow further in trade marketing within a dynamic business environment.

AWARDS

- Top 10 proposal of Awaken The Lions in Students Panel
- Top 15 Shopee Ultimate Case Challenge 2022

EDUCATION

FOREIGN TRADE UNIVERSITY - HCMC

2020 - 2024

Bachelor of International Business & Economics

Grade: Distinction

CORE STRENGTHS

- Business Acumen & Project Management
- Negotiation & Detail-oriented

WORK EXPERIENCE

CENTRAL RETAIL VIETNAM - GO! HYPERMARET

FMCG Market Intelligence Specialist

May 2024 - Now

1. Promotion:

- Collect and analyze competitor and market data; provide actionable insights to Category Managers for promotion planning and pricing decisions
- Set up purchase and promotion selling prices, on-top promotions and other promotional schemes for the Sweet and Household departments.
- Act as key contact to promptly address any pricing discrepancies reported by stores to ensure seamless execution and consistency across all channels.

2. Trade Plan & Marketing Campaigns:

- Coordinate end-to-end execution of multiple campaigns per month (e.g., Oral Fair, Diaper Fair, Frozen Food Fair, Sweet Holidays, etc.), based on trade plan, rental activities, shopper behavior and sales trends.
- Work cross-functionally with Commercial team, Trade Marketing, Customer Marketing, and Omni teams to deliver integrated campaign plans.
- Develop thematic catalogues (Mooncake, Tet Hamper, Mom & Baby) with clear product segmentation and messaging, contributing to strong customer engagement and brand visibility.
- Assist the line manager in developing multi-channel campaign strategies in key categories.

Key achievements:

- **Moon Cake Catalogue:** Create a photography and catalogue concept capturing the essence of the Mid-Autumn Festival.
- **Mom & Baby Catalogue:** Innovate catalogue flow based on the motherhood journey, offering products and combos to meet specific customer needs.
- **Tet Hamper Catalogue:** Create the "Unlock Prosperity" concept, categorize Tet hampers based on different needs, and offer an affordable pricing range. Successfully generated word-of-mouth buzz, organic KOL reviews, and received positive feedback.
- **FMCG Livestream Strategy:** Propose a new initiative for GO! to tap into market trends, develop SOPs, and collaborate with cross-functional teams for seamless execution.
- **Competitor Battle Plan:** Analyze key competitors (Bach Hoa Xanh, Coop Mart, WinMart, etc.) to propose innovative promotional strategies, including cross-promotion combos, flash sales, catalog fairs, and trending gifts.

3. Rental Management:

- Assist in building the rental rate card for Hyper, GO, and Minigo, optimizing revenue potential and ensuring consistent year-over-year growth.
- Lead end-to-end management of retail space rental across nationwide hypermarkets and malls — ensuring visibility, traffic flow, and category growth.
- Manage and streamline the coordination between Commercial, Store, and Mall teams to ensure maximum efficiency, transparency, and prompt responses for site assessments. Serve as the main point of contact between CRV and suppliers to provide optimal support for rental activities.
- Maintain accurate records via internal booking systems, consolidated weekly booking memos, and reported space utilization metrics (%TC, TC Value) to support sales performance tracking and internal audits.
- Monitor rental budget allocation and compliance; ensured timely documentation, payment follow-up, and trade claim settlement.
- Collaborate with Category Managers to identify high-traffic shopper zones and prioritize strategic placements, driving conversion uplift and brand equity in-store.
- Oversee third-party service providers for the deployment of in-store media assets (e.g., LCD screens, projectors), ensuring alignment with campaign timelines, revenue targets, and rental compliance guidelines.
- In charge of Rental for Minigo team to improve Minigo Trade Income.

Key Achievements:

- **HBA 2.0:** Assist in planning deployment of Beauty Fest (a revamped version of Beauty Fair with more events and activations). Collaborate with Marketing and Mall teams to secure primary rental zones at no cost and developed rental packages to support supplier-driven events (Event Rohto Say Hi, OMO Arsenal)
- **CRV x P&G - Forest For Good 2025:** Manage the end-to-end execution of the project, ensuring the successful delivery of KPIs, including rental space allocation, revenue generation, and promotional setup.

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Dear Hiring Department,

I am writing to express my interest in the Trade Marketing Specialist position at Circle K Vietnam. With my experience in trade marketing, promotions, and retail space management at Central Retail Vietnam, I believe I can bring valuable insights and contribute to the success of your business.

In my current role, I manage promotions, coordinate campaigns, and optimize retail space usage, directly impacting sales growth. I've successfully led campaigns like the Mooncake and Tet Hamper catalogues, as well as developed the FMCG Livestream strategy, which enhanced customer engagement and brand visibility. I have also managed rental spaces for nationwide hypermarkets, ensuring optimal placement and revenue generation.

I am believe that my hands-on experience in field of retail FMCG, strong cross-functional collaboration, and willingness to learn and adapt will allow me to thrive in this role. I look forward to the opportunity to discuss how I can contribute to your business.

I am looking forward to hearing from you.

Sincerely,
Le Truc Linh.