## Nguyễn Thanh Tuấn

**24/10/2003** 

💄 Male

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https://www.instagram.com/carrot.thui\_/

#### CARFFR GOALS

My goal is to become a skilled marketing professional, creating effective campaigns that boost brand visibility and business growth. I aim to gain hands-on experience and eventually take on a leadership role in strategic marketing.

#### **FDUCATION**

**DIGITAL MARKETING** 

INTERNATIONAL UNIVERSITY

09/2021 - 09/2025

GPA: 3.6

### **WORK EXPERIENCE**

# STARBUCKS - ASSISTANT STORE MANAGER

10/2021 - 04/2023

#### STARBUCKS VIETNAM

Reporting: Create dynamic weekly reports using digital tools, streamline merchandise and inventory tracking, and monitor finances with real-time analytics.

Team Management: Foster collaboration, use digital platforms for communication, and encourage innovation by leveraging the team's creativity.

Customer Management: Focus on excellent customer service through engaging training, utilize social media for customer connection, and ensure the team is empathetic and efficient, especially during closing shifts.

#### MOMO - HR INTERN

06/2023 - 09/2023

#### **MOMO**

- -Communication and Recruitment: Build relationships and promote employer branding to attract candidates, with success measured by hires.
- -Data Management: Analyze candidate data, utilize ATS, and strategically plan recruitment efforts similar to marketing campaigns.

#### MUJI - VISUAL MERCHANDISER

10/2023 - 04/2025

#### **MUJI RETAIL VIETNAM**

- Mastered MUJI's unique display concepts and effectively trained new staff to maintain brand consistency and standards.
- Ensured all merchandise presentation adhered strictly to MUJI's visual and operational guidelines.

- Collaborated cross-functionally with sales, inventory, and marketing teams to align merchandising strategies with business goals.
- Monitored sales performance trends and conducted market research to provide actionable insights that informed display improvements and product positioning.

## **SOCIAL ACTIVITIES**

# COFFEE TASTING, SPECIALTY COFFEE

10/2021 - 04/2024

#### **STARBUCKS**

Enhance Enjoyment: Discover personal preferences for specific types of coffee.

- -Gain knowledge about coffee production, brewing methods, and how they influence the final cup.
- -Share and discuss coffee experiences with others, creating a community around coffee appreciation

## **SKILLS**

- -Word, Power&Point, Excel.
- -Fluent English communication skills.
- -Basic editing with canva or adobe tools.
- -IELTS: 6.5

## **AWARD**

Coffee Master Starbucks Vietnam 2022