

TRAN MINH QUANG

TRADE MARKETING



CONTACT



29/11/1998



quang.ufm@gmail.com



0343 377 077



Bui Van Ba, District 7

SKILL

Teamwork	●	●	●	●	●
Graphic Design	●	●	●	●	●
Problem Solving	●	●	●	●	●
Office	●	●	●	●	●
Planning	●	●	●	●	●
English	●	●	●	●	●

REFERENCES

MS. THANH XUAN

Yensaonhatrang JSC/ Head Of Marketing

PHONE: 0909 091 491

ABOUT ME

I am Quang, and i have 4 years of experience in Marketing in the FMCG and Retail Industry at major companies in Vietnam such as Yensaonhatrang and Bibomart. With the experience and skills acquired from prprevious companies, I am confident in my ability to meet all the requirements of this position and contribute value to the company's development. I am always willing to take on new challenges and develop myself.

EDUCATION

12/2021
06/2016

UNIVERSITY OF FINANCE - MARKETING

Major: Marketing Management

EXPERIENCE

07/2025

NHA TRANG BIRD'S NEST JOINT STOCK COMPANY (HCM)

Trade Marketing Executive

10/2023

- Manage and implement brand identity construction and new store openings through showroom, mini showroom, franchise store
- Monitor visual merchandising and complete documentation for incentive programs in the all channel.
- Implement POSM and display materials at the company's retail locations to enhance visibility.
- Coordinate internal events, new store launches, and promote activations.
- Collaborate cross-functionally with sales and logistics teams to ensure timely program execution.
- Identify and participate in exhibitions/fairs to drive revenue growth
- Manage display images and processed reward procedures for the pharmacy and hospital channels
- Report and monitor the effectiveness of the programs implement

Highlights:

- Responsible for working with suppliers to successfully open 07 new stores and 10 franchise stores in 2024.
- Develope exhibition/fair channels, implementing 25 exhibitions/fairs in 2024, contribute to generate revenue of 700,000,000 VND and increase brand awareness in various regions.

07/2023

BIBO MART JOINT STOCK COMPANY

Trade Marketing Executive

06/2022

- Implement and follow the plan for various marketing activities and events to attract to the store and boost sales.
- Maintain a good relationship with vendors and suppliers to ensure timely and efficient delivery of services.
- Collaborate with design team to brief and create layout for POSM
- Take responsible for implementation POSM for Marketing campaigns at the store

Highlights:

- Manage the imagery and distribution of POSM for 80 stores across the Southern region.
- Plan the opening and launch of 8 new stores in 2023

08/2021

WASHUP SERVICE JOINT STOCK COMPANY

Marketing Executive

08/2018