



PHẠM HUỲNH QUẾ LAM

TRADE MARKETING SPECIALIST

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🏠 Binh Thanh district, HCM city

🎂 1999

Education

Bachelor of Economics Major in Industrial Management

HCMC University of
Technology and Education | 2021

Skills

- In-store activation development
- POSM management
- Budget management & cost optimization
- Cross-functional coordination
- Microsoft Office

Language

English (700+ Toeic)

Vietnamese

About me

I have 3 years of marketing experience, with strong capabilities in in-store activation planning, cost optimization, POSM management, and cross-functional collaboration. Thus, I am excited to apply for the Trade Marketing Specialist position at Circle K Company and fast-track to grow into a leadership role in 5 years.

Experience

Trade Marketing Specialist Aug 2023 - July 2025 Central Retail Vietnam - GO!/Big C/Tops Market

- * **Marketing communication materials production (40%)**
 - Coordinated with internal teams to develop periodic catalogs and POSM, ensuring alignment with brand guidelines.
 - Worked directly with vendors to ensure the timely printing and distribution of periodic catalogs to supermarkets and customers.
 - Evaluated catalog-driven sales performance and delivered post-campaign reports for internal review.
- * **In-store activation (30%)**
 - Planned, executed, and supervised in-store marketing activities, including promotional displays, seasonal campaigns and POSM.
 - Sourced and collaborated with suppliers/agencies for campaign execution and gift promotions.
 - Assisted stores in registering promotional programs with local authorities to ensure regulatory compliance.
- * **Budget management & Cost optimization (30%)**
 - Planned and allocated trade marketing budgets to ensure efficient spending.
 - Tracked actual costs and implemented cost-optimization, achieving 60% reduction in printing and distribution costs.
 - Managed procurement process with suppliers: quotations, purchase orders, contracts and payments.

Marketing Executive

Mar - June 2023

Bánh tráng Ché Liễu PE.

* Content marketing (60%)

- Developed content plan for the brand's official fanpage, focusing on product highlights and customer engagement.
- Contributed to the production of in-store photos and videos for social media content

* Franchise store & grand opening support (40%)

- Planned and executed in-store promotions, increased customer traffic by 40%.
- Checked franchise stores to ensure alignment with brand identity guidelines.
- Proposed and executed promotion plans for new store openings.

Key Account Specialist

Feb - June 2022

Lâm Nguyễn Co., Ltd - Hemilys Tea

* Customer management

- Developed and managed relationships with our key customers in the MT channels (including HORECA, convenience stores, agents, supermarkets...)
- Sourced and consulted potential customers. Assessed business needs and provided offers to expand the distribution channel.

* Order coordination

- Managed daily operations including quotation, purchase order, contract.
- Coordinated closely with operations and production teams to ensure timely orders.

Personal Project

Founder – Âm Sắc Âm Candle

Apr 2024 - May 2025

- Founded a handmade scented candle brand inspired by warmth and emotional connection.
- Managed end-to-end small business operations, including product development, branding, packaging, and both online and offline sales.