



Personal Info

Ho Chi Minh City, Vietnam
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Skills

- Customer Relation Management
- Customer Engagement Strategies
- Workflow Automation
- Loyalty Mobile App Operations
- Marketing Campaigns Performance & Analysis
- System Implemented & UAT Testing
- Project Management

Languages

- Vietnamese
- English
- Chinese

Trần Trương Hoàng Linh

CRM/Digital Solutions Assistant Manager

Summary

Results-driven CRM & Digital Solutions professional with over 7 years of experience, specializing in Loyalty Membership Programs, Mobile App Operations, and Campaign Management. Seeking an opportunity to apply expertise in a dynamic, growth-oriented environment.

Work Experience

IT Assistant Manager, Digital Solutions, Starbucks Vietnam, Ho Chi Minh City
February 2024 - Present

- Supervised the CRM system, ensuring seamless data flow between CRM, Mobile App, POS and ERP platforms.
- Coordinate and manage digital projects related to the CRM/Loyalty App/POS, focusing on increasing customer experience and retention rate.
- Conduct thorough business analysis to define project requirements and develop comprehensive test plans/test cases to align with strategic goals.
- Perform User Acceptance Testing (UAT) to validate new features, ensuring smooth functionality and compliance with business standards.

IT Senior Specialist, Digital Solutions, Starbucks Vietnam, Ho Chi Minh City
May 2019 - January 2024

- Operated high-volume loyalty marketing campaigns, managing multichannel promotions across Loyalty Mobile App, Web, and POS, leading to a 15-20% annual increase in engagement rates.
- Streamlined customer segmentation through automated workflows, enabling personalized engagement strategies based on A/B testing, funnel analytics, and behavioral insights.
- Configured and fine-tuned email marketing and push notification systems, enhancing customer interaction and loyalty.
- Collaborated with customer service teams to efficiently resolve loyalty program/customer-related issues.

ZoHo CRM Administrator, Seldat Distribution Inc, Ho Chi Minh City

July 2018 - May 2019

- CRM Support & Training: Trained new users on Zoho CRM functionalities and provided guidance to resolve technical issues, ensuring efficient system utilization.
- Reporting & Dashboard Management: Designed and maintained customized dashboards and reports via enhanced Excel platform to monitor and enhance sales performance.
- Automation Implementation: Configured and implemented automated processes for assigning Marketing Qualified Leads (MQLs) from Call Centers to the Sales Team, boosting efficiency.
- Collaboration: Worked alongside Zoho vendors and the IT team to optimize system functionality and ensure alignment with business objectives.

Trade Marketing Assistant, Khanh Hoa Salanganes Nest Company.

June 2015 - June 2018

- Assist in developing and implementing trade marketing plans, in-store promotions, and merchandising strategies.
- Ensure that marketing materials (POSM, banners, brochures) are distributed and displayed effectively at retail stores.
- Organize trade shows, exhibitions, and retailer training programs.

Sales Admin Assistant, Fiore Healthy Resort, Ho Chi Minh City

September 2013 - May 2015

- Manage and update resort listings on Booking.com, Agoda.com, and other OTAs.
- Ensure room availability, pricing, and promotions are up-to-date across all platforms.
- Monitor and analyze booking trends to optimize pricing strategies.
- Handle reservations, cancellations, and modifications made through OTAs.



Education

Master of Economics, OPEN UNIVERSITY OF HCM CITY

2013 - 2016

Bachelor of Economics , OPEN UNIVERSITY OF HCM CITY

2019 - 2013