

Pham Nhu Quynh

Purchasing Manager

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MỤC TIÊU NGHỀ NGHIỆP

I graduated from University of Finance and Marketing with major of Marketing in 2010. I have more than 10 years of experience in marketing, sales and event at Thanh Cong Textile Garment- Investment- Trading JS Company (run by ELAND Korea), Golden Summer Fashion Company, Viet Tinh Anh Joint Stock Company, Gior Fashion Company Limited and Thien Long Group. And now, I would like to seek a job which is challenging to me in Category management or Marketing field.

HỌC VẤN

Marketing

Marketing/Cử nhân

- Joining Marketing club at University.
- Joining Blood Donations
- Joining Green Summer Volunteer Campaign

KINH NGHIỆM LÀM VIỆC

Tập đoàn Thiên Long

2022 - 2025

Category Manager

- Building up and developing the strategy for all Toys products in Viet Nam.
- To build up and implementing business plan for all product in each Sale channel as: MT- GT- Retail Store and Online.
- Controlling the financial plan of each brand & products for reaching company target and P&L.
- Building up and managing team to ensure a good performance.
- Working closely with all partners from oversea for seeking new products/ new brand or new trendy in Toys industry.
- To making a retail pricing for Toys category for each sale channel: MT-GT & Retail.
- Managing and controlling stocks.
- Planning and forecasting stock for each sale channel.

Viet Tinh Anh Joint Stock Company

2020 - 2022

Brand Manager

- Building up, managing and developing international kid toy brands: Gundam, Zoids, Nado, etc.
- Working closely with the oversea partners Takara Tomy, Bandai, Choi Rock, Auldeyon purchasing, import process, payment and other relevant matters.
- Making retail price for each brand and distribution plan for nearly 200 My Kingdom stores based on the company target.
- Setting up Marketing plan for all brands including Offline (Display shelves, Catalogues, Poster, Pop-up...) and Online (Facebook, Youtube, Google Ads...). Managing all media, TVC production, viral clips and animation films. Implementing communication, launching events and co-operating with Television, Youtube, Digital Agencies, KOLs, Celebs to boost the brand awareness and revenue.
- Supervising monthly, quarterly turnover and proposing sales solution, promotion, mini games, live stream to achieve at least 80% of target turnover.
- Controlling stock and taking quick actions to solve and ensure business effectiveness.

Golden Summer Fashion Company

2018 - 2022

Senior Brand Marketing Executive (Native, People, Flossy, etc.)

- Making Marketing plans and managing budget effectively for international shoes brands and accessories of ShooZ (Fitflop, Native, People, Flossy, Sledgers, etc.).
- Building up the relationship with Tiep Thi Gia Đinh, Harper's Bazaar, Esquires, Men Styleto fulfill PR and Advertising in season. Liaising with Celebs, KOLs (Thuy Hanh, Jennifer Pham, MC Phan Anh, Fashionista Chau Bui, etc.) to improve the

brands' popularity and revenue.

- Being responsible for the images of brands on all communication media. Working with the oversea representatives of brands, supporting to increase turnover. Carrying out Marketing activities and making periodical reports as required from the oversea representatives.

- Planning and implementing Digital Marketing (Facebook Ads, GDN, Instagram, Online mini games, etc.) to boost the brands. Organizing communication and sales events for the brands of ShooZ.

- Getting experience in working with Vincom, Takashimaya, Saigon Centre, Crescent Mall, SC Vivo, Lotte. Fulfilling brand activation co-ordinated with BIDV, Sacombank, Citibank, Khanh Casa.

Thanh Cong Textile Garment-Investment-Trading Joint Stock Company

2016 - 2018

Marketing - Sales Executive (TCM brand)

- Planning quarterly, annual Marketing campaigns and controlling Marketing budget of TCM fashion.

- Executing Promotion programs for retail stores. Fulfilling Advertising campaigns, supervising Visual Merchandise and controlling Marketing activities at Sales events, fairs.

- Making turnover forecast, setting up KPI, recruiting – training and evaluating store staff. Managing product category. Building selling programs to raise TCM brand's revenue at GT and MT channel.

KỸ NĂNG

Project Management

Problem Solving

Digital Marketing
