



NGUYEN THI HONG NGOC

PROMOTION STAFF

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An ambitious USSH graduate, owns a strong Marketing foundation, and relevant skills such as design, information research and data analysis. With 2 years of marketing experience at university clubs, and 1 year of internship work related to Marketing, now I am looking for a future career path in Trade Marketing, especially in Retail Industry. I aim to reach my maximum potential in this role, and advance quickly to become a Trade Marketing team leader within 7-10 years.

EDUCATION

University of Social Sciences and Humanities of Ho Chi Minh City

International Relations (2020-2024) - GPA: Very good (3.2/4.0)

Student Scientific Research Conference (2023-2024)

Rank: Excellent (9.07/10)

EXPERIENCE

Lotte Mart

Bakery Merchandise Intern, 05 - 10/2024

- Implement promotions for Bakery products.
 - Concept "Cake Muse" (Vietnamese Women's Day) - 56 million VND sales.
 - Concept "Poongmiso Class" (Vietnamese Teacher's Day) - 54 million VND sales.
 - Combo 39K.
- Work with Marketing teams to build customer loyalty campaigns as planned (twice per month).
- Make reports to analyze marketing target & effectiveness (sku, net sale, quantity, growth rate).
- Support the construction of POSM at 16 stores (Selling point, LCD, Price tag, Top sale).
- Monitor information about products and prices on Lotte Mart's system (before & after promotion).
- Field survey and perform detailed reports about other retailers (Emart, Aeon mall).

Huu Toan Group

Customer Experience Intern, 03 - 07/2023

- Update posts to promote brand & products on company's website (Facebook).
- Design bilingual sales kit to support sales team (English & Vietnamese).
- Collaborate with other teams to solve 100% customer requirements.
- Survey customer feedbacks after using services.

Link: [SAFETY PRECAUTIONS FOR GASOLINE GENERATORS](#)

SKILLS

Microsoft Office

English

Design

Project Management

Data Analysis

CERTIFICATES

Microsoft Office Specialist

IELTS 6.5