



Jade

NGUYEN THI NGOC THANH

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Thanh My Tay Ward, HCM City

EDUCATION

Hoa Sen University

2014 – 2018

International Business Major

- Member of the International Exchange Club
- Volunteer tour guide of the Free Walking Tours Project

WORK EXPERIENCE

OnPoint

04/2022 – 12/2024

Senior Campaign & Merchandise

- Oversee creative assets (Thumbnails, SIS, Listing Images, Content, etc) and implement visibility guidelines to ensure consistent brand representation across platforms, including campaign-specific pages and onsite decorations.
- Build and develop strategic plans, execution checklist, and performance targets (Traffic, CR, GMV, NMV, Orders, ROI) by leveraging various growth sources for multiple campaigns, aligning with brand activities and platform calendars.
- Utilize data analysis tools (Power BI, Seller Center) to track and analyze multi-channel performance, translate insights into actionable strategies and key learnings; and develop contingency plans before, during, and after campaign.
- Monitor and optimize budget for commercial and marketing activities to achieve business objectives, sales targets, and brand rankings.
- Strongly understand, stay up to date, and quickly adapt to the platform's new initiatives (Livestream, Video, CE, Packages, Superstore, etc) to leverage new features for enhanced brand visibility, drive traffic, and expand sales.
- Lead and mentor a team of 10 members in planning, executing, and optimizing e-commerce operations.
- Devise, negotiate, and sign cooperation agreements (JBPs) with platform and partners across various categories (HB, MB, EL & FB).

Key Achievements:

- Consistently ranked in the **Top 5 Best-Selling Brands** on Lazada in every Mega Campaign since 2022 across categories including Skin Care, Personal Care, Men's Care, Home Care, and Baby Diapers.
- Ranked in the **Top 5 Best-Selling Brands** on Shopee in the Electronics category for every Mega Campaign since 2023.
- Achieved **No. 2 ranking in Lazada's "New Potential Brands"** for a premium skincare brand in March 2023.
- Generated over **4 billion VND** in sales in a single day during the Brand Spotlight campaign for a sunscreen product.

Innovative Hub

10/2020 – 02/2022

Account Management Leader

- Conduct in-depth research on new customers and competitors to support a comprehensive SWOT analysis, focusing on product offerings, profiles, and trading capabilities.
- Coordinate with CS and Design Teams to onboard new clients by collecting product data, updating minisites, and linking posts.
- Manage 8–10 customer accounts, handling buyer inquiries, lead generation, and product listing optimization.
- Track account performance weekly and monthly to inform strategy.
- Address customer complaints and collaborate with internal teams for resolution.
- Liaise with the Singapore team to assign new accounts to Vietnam-based staff.

Key Achievements:

- Secured **1st deal** during the probation period and was the **1st operator closing deal**.
- Generated total of **10 deals** across both Vietnamese and Singaporean customer accounts.

iBasic Vietnam

01/2020 – 09/2020

Inventory Management & Sales Online

- Monitor and maintain inventory levels across multiple e-commerce platforms, including Website, Shopee, Lazada, Tiki, and Sendo.
- Make weekly/ monthly/ quarterly sales data reports.
- Collaborate closely with the Production Department to process **50 – 100 orders per day** during campaign periods without delays.
- List products to take pictures for posting on the E-commerce channel. Work with the Marketing team to track shooting progress and quality images.
- Create and manage all product descriptions for online marketplace platforms.
- Provide product consultation, introduction, and responsive support to customer inquiries. Maintained a flawless record of **0 customer complaints** related to inventory accuracy, product sizing, or delivery issues.