

Nguyen Tran Thanh Thuong

Ho Chi Minh • thanhthuongas0107@gmail.com • 0935 172 701 • [linkedin.com/in/thuong-nguyen-a1aa10229](https://www.linkedin.com/in/thuong-nguyen-a1aa10229)

Highly accomplished e-Commerce professional with 6 years of experience driving significant revenue growth and enhancing online presence through strategic marketing initiatives. Proven ability to lead cross-functional teams, optimize e-Commerce operations, and deliver exceptional results. Seeking to leverage expertise to excel as an e-Commerce leader, driving innovation and achieving ambitious business objectives.

WORK EXPERIENCE

Project Lead - Online Sales & Marketing Jan 2024 - Present
DKSH Technology Vietnam Vietnam

- Led the strategic development and execution of a niche laboratory equipment e-Commerce platform, ensuring successful launch and regulatory compliance within 4 months.
- Spearheaded data-driven digital campaigns, achieving 110% of first-year sales targets and optimizing performance through collaboration with regional e-Commerce, sales, and marketing teams.
- Enhanced customer engagement and achieved a 32% retention rate through targeted digital strategies across Meta ads, Google search ads, and social media, managing end-to-end e-Commerce operations to process over 200 orders.
- Led cross-functional efforts to improve website UX/UI by 20%, addressing critical functionality and speed issues, and developed comprehensive social media and email marketing strategies to boost brand awareness and engagement, coordinating 4 major offline events.

Senior Associate - Commercial Performance Apr 2023 - Dec 2023
Cloudeats Vietnam Vietnam

- Drove a 40% improvement in team efficiency in managing food delivery platforms (e.g., GrabFood, ShopeeFood, goFood, BeFood, Baemin) through the development and implementation of strategic key performance metrics, enhancing overall operational performance.
- Significantly scaled GrabFood orders from Long Tail to Key Account (200 to 1,300 orders/day in 4 months) by pioneering e-Commerce platform collaboration strategies and serving as the performance expert for key accounts.
- Achieved a 4-5x monthly uplift in sales during the growth phase through data-driven campaign optimization, market analysis, and close collaboration with cross-functional teams.
- Optimized budget allocation between promotional costs and media mix during the optimization phase, building accurate projections and forecasts for supply preparation, while maintaining strong campaign performance and minimizing costs.

Associate - Marketing Campaign Feb 2020 - Apr 2023
Shopee Vietnam Vietnam

- Executed planning, execution, and monitoring of over 30 Shopee campaigns, achieving a 40% monthly increase in user engagement through strategic campaign calendars and landing page optimization.
- Facilitated seamless cross-functional collaboration with Business Development, Campaign Operations, and Graphic Design to ensure effective execution of weekly and monthly marketing initiatives, resulting in a 25% improvement in campaign alignment with company objectives and market trends.
- Utilized data analytics to evaluate campaign performance, providing actionable insights for future marketing strategies that increased overall campaign effectiveness by 15%, while conducting detailed audits of campaign operations to swiftly identify and resolve potential issues.
- Collaborated with the Regional team on over 10 feature updates and user experience improvements, enhancing Shopee's platform through thorough UAT testing and supporting the development of test cases, leading to a 30% reduction in post-launch issues.

Marketing Assistant, e-Commerce - Marketing Jan 2019 - Feb 2020
Perfetti Van Melle Vietnam Vietnam

- Achieved 100% of annual inbound and outbound sales targets, securing key account status across Shopee, Lazada, Tiki, and Adayroi through consistent order volume.
- Leveraged strong e-commerce marketing acumen to build key relationships, negotiate effectively, and collaborate with platforms and agencies, driving performance through strategic monthly campaign planning, execution, and analysis.
- Demonstrated exceptional time management and cross-functional collaboration with Brand Marketing, Logistics, Legal, and Finance to consistently meet sales targets and support business development initiatives.

EDUCATION

Bachelor's Degree - International Business Administration Aug 2015 - Apr 2019
Foreign Trade University

SKILLS

Leadership Skills: Strategic Planning; Project Management; Communication & Negotiation; Problem Solving; Decision Making.
Hard Skills: E-commerce Platform Management; Market Research & Consumer Insights; CRM; Digital Marketing (SEO, SEM, Social Media Marketing); Data Analysis (Power BI, Excel); Budget Management; Supply Chain Management; Design (Canva, Photoshop).

LANGUAGES

English (Full professional proficiency) • **Japanese** (Elementary proficiency)