**LE GIANG (ALEC)**

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# OBJECTIVE

Dynamic 3+ years of experience in omnichannel strategies, E-commerce growth, and data-driven customer engagement. Proven expertise in market analysis, campaign execution, and cross-functional collaboration to drive brand loyalty and business growth.

# WORKING EXPERIENCE

## CENTRAL RETAIL Jan 2022 - Present

*Growth Project Manager, Omnichannel (Vietnam) – GO! App Jan 2024 – Present*

* Managed **monthly budget** (including voucher plan, digital marketing strategies such as Google, Meta) and **performance targets**, optimizing allocation to achieve **15% cost efficiency**
* Designed **data-driven campaigns**, leveraging customer insights and market trends to **enhance** **ROI** by **10%** across promotional initiatives.
* Boosting brand visibility and seller adoption on the GO! App, contributing to **43% YoY growth in brand spend, +14% YoY growth** in **App’s revenue**
* **Project:** 
  + **App Improvement:** worked with Operation/Product team to successfully launched **3 new app feature** enhancing customer’s experience, **increasing** **user engagement** by **15%**
  + **Competitor Landscape**: conducted **periodic competitor analysis**, presenting insights to executives to shape go-to-market strategies and strengthen market positioning.
  + **Campaign Execution**: reduced **30%** team’s **workload** by aligned timeline, working process among stakeholders & cut-down low performance campaigns

*Management Trainee (Vietnam – Thailand) Jan 2022 - Dec 2023*

* Merchandise **(Supersports)**: Managed **3 brand accounts**: **Hoka** (sales **+128%** vs target) **Saucony**

(sales **+101%** vs target) and **Mizuno** (consignment)

* Finance (**NguyenKim**): Managed P&L, conducted financial scenarios for expansion
* Operation (**Dyson**)**:** Conducted market and location surveys, successfully **opening 2 stores**

(Dyson Landmark 81 & Dyson Estella), boosting regional presence by **30%.**

**B&COMPANY** (Vietnam) **Nov 2020 - Dec 2021**

*Associate Consultant*

* Tackled over 30 client requests and issues, successfully met **100%** of **clients’** strategic **objectives**.
* **Connected** and facilitated **80** Vietnam - Japan **start-ups**, resulting in **120% targeted** partnerships.

# EDUCATION

## Foreign Trade University

Bachelor of International Finance, Banking

**Graduated 2020**

# SKILLS

Growth | Data Analysis (Power BI, Tableau) | Project Management | Omni/Ecommerce