



## TRAN DO NGOC TRANG

THU DUC HOUSE APARTMENT

Dist. 9, HCMC

Tel: 0799066599

Email : trandongoctrang@gmail.com

### EXPERIENCE

**2005 - 2008**

**Victory Mind Ltd.,**  
**Event Manager**

1. Organization, operation of Event parts.
2. Search and develop new customers; maintain existing customer care.
3. Collect market information.
4. Proposing plans and business actions to ensure sales.
5. Introduction of the company's service to target clients.
6. Up the idea, presentation, presentation proposal with clients; negotiate, negotiate with customers to go to the contract.
7. Perform other tasks as assigned by company leader.
8. Join and support the event as well as the company's Marketing activities
9. Old customer care and develop new customers

**2008 - 2010**

**SANMIGUEL VIETNAM**  
**Project Marketing Leader**

The company's product research and the other competitors

1. Research consumer demand for the product line.
2. Market development for new product line. Join coaching product features for sales representatives, sales staff, participate in other marketing activities...
3. Summary of evaluation reports on consumer by drafted, aggregation, formatting and summary information, graphs, and presentations.

### SKILL

#### SPECIALIZE

Risk management  
Market Analysis  
Event  
The Organization of the program have committed to sales Marketing brand

#### Education level

#### UNIVERSITY OF ECONOMIC HCM CITY

Bachelor of business  
finance 2002

MBA of business  
administration 2008

4. Synthesis of reports on consumer rating by editing, formatting, aggregation and summary, graph, and presentation.
5. Updated information of competitors by importing data from the sales of the products by editing, formatting, aggregation and summary, graph, and presentation; distribute reports
6. Supports the sales presentation by gathering quotes, recommendations, videos, slide presentations, product testing and books about the product features; drafting the analysis of competitors and customers.
7. Provide information for research and Marketing tracking by collecting, analyzing, and summarizing data and trends.
8. To collect customer information, customer needs.
9. Collecting and processing information about the competition
10. Reporting and monitoring of the debt of all activities

## **2010 - 2012**

### **OMNI VIETNAM (NUTRILATT MILK)**

#### **Assistant Sales and Marketing Director**

1. Manage the business team (under the authority of the Director of business), ensure effective day-to-day operations of the team.
2. Ensure full customer service team through and understand information, achieve business goals with the highest quality.
3. Ensure business strategies are respected when negotiating and optimize the chances of the team business.
4. The synthesis report, business.
5. Proactive in taking up the business plan and marketing.  
Actively participate and follow the special budget plan is the business

## **2012- 2014**

### **VNAPHARM (Vinapharm.com)**

#### **Southern Marketing Director**

1. Manage the marketing activities of the entire southern branch
2. Managing and developing brands, products, and services.
3. Participation in the research process, build and deploy on the fact the product, a new service.
4. Policy proposals for clients, client groups in the southern region
5. Make the marketing communications program to promote their products and services in southern region
6. operational direction from the executive marketing group

7. Inspection, reviews the marketing programs were implemented and proposed.
8. the company's product research and the other competitors.
9. Provide information for research and Marketing tracking by collecting, analyzing, and summarizing data and trends.
10. Collect and process information about the competition
11. Organize all the events, the marketing programs
12. Develop in-store presence (availability & visibility) strategy for all CG brands. This includes POSM material and visibility standard.
13. Coordinating with Regulatory function to ensure the necessary Government clearances for conducting consumer and trade promotions are obtained.
14. Manage trade promotion & activities budget.
15. Allocate and distribute promotions materials in accordance with Brand and Trade management's requirements or directions.
16. Organize trade research by own resource or with agency to understand shopper behaviour or performance status of our brands at trade. •
17. Report to Sales Director on a timely basis on the field effectiveness of implemented promotions.

**5/2015 – 12/2015**

**DECA.VN**

**CATEGORY MANAGER**

1. Analysing consumer buying patterns and predicting future trends
2. Managing plans for stock levels, reacting to changes in demand and logistics
3. Negotiate trading terms with applicable vendors, leverage Tiki.vn scale and capabilities to continually enhance support
4. Develop team marketing, team Partnership build promotional programs for the items and categories
5. Develop and implement merchandising tools including planograms, racking, and displays
6. Coordinate and communicate effectively with Operations team to ensure precise implementation of category offers
7. Work closely with other Category Managers to optimize merchandising strategies and overall store performance.
8. Writing reports and forecasting sales levels

**2015- 2017**

**AEON CITIMART**

**Marketing Manager**

**Vice President Assistant**

1. Lead, follow up marketing activities including: Communication, Member card, Promotion & Events, PR & Digital Marketing. Develop good relationship with key partners (media/big suppliers...) to cooperate in various communication platform channels. Monitor market trend/customer behavior/ competitors' activities and adjust marketing plan accordingly. Attend the BOM meeting. Cooperate with supplier/partners in co- marketing/cobranding activities. Responsible to plan and implement total store festive, seasonal and normal Visual Merchandising. Monitor and report on effectiveness of marketing activities to Management Committee. Develop and monitor the Marketing team including staffing, training, performance, budget in assigned jobs. Develop marketing strategy including strategy, goals, budget and tactics for AEON Vietnam.

2. Getting ideas, planning, implementing and monitoring marketing activities - Manage, train and urge subordinates to work on schedule and on schedule.
3. Analyzing the customer / market / competitor experience
4. Research, measure and analyze the company's market and product data, thereby effectively marketing.
5. Implement long-term, short-term trade support programs to stimulate sales, especially in seasons.  
Provide high quality of service to continuously increase customer satisfaction
6. Update customer satisfaction through NPS (Net Promoter Score) quarterly and develop action plan to increase quality of service
7. Utilize the company's processes, especially customer complaint process in daily store operations to improve customer behavior and service
8. Monitoring and supporting events in supermarkets - Manage the implementation of marketing activities.  
Other tasks requested by the Board of Management.

**1/2017- 5/ 2018**

#### **TIKI.VN**

##### **Head FMCG & HB**

1. Achieve sales and margin targets as developed in the planning process
2. Analysing consumer buying patterns and predicting future trends
3. Managing plans for stock levels, reacting to changes in demand and logistics
4. Negotiate trading terms with applicable vendors, leverage Tiki.vn scale and capabilities to continually enhance support
5. Develop team marketing, team Partnership build promotional programs for the items and categories
6. Develop and implement merchandising tools including planograms, racking, and displays
7. Coordinate and communicate effectively with Operations team to ensure precise implementation of category offers
8. Work closely with other Category Managers to optimize merchandising strategies and overall store performance.
9. Writing reports and forecasting sales levels

##### **ACHIEVEMENT**

1. Tikinow delivery ideas, delivery under the gift rule
2. Building successful FMCG in the form of Marketplace, retail with the same brand supermarket channels. Especially successful with vender such as **Annam Gourmet, Girval, Brodard , Masan, DKSH**

**5/2018 - 2/2019**

#### **VGSSHOP.VN (Homeshopping)**

##### **ECOMMERCE MANAGER**

##### **Online Sales & Marketing**

1. Develop e-business marketing strategy, Create & apply Marketing plan yearly & monthly campaigns, promotions for online business.
2. Support the strategic establishment of Ecommerce operational models - Integrate e-Commerce in ecosystem and push direct sales
3. Sales - Set up, analyze media & ecommerce reports to drive decisions
4. Build strong relationship with selected accounts for selected categories to

drive Ecommerce sales & activities

5. Recognize shopper triggers/barriers to define fast & appropriate action
6. Find & negotiate new business opportunities with new partners
7. Combine mass and customized promotions when necessary (for special operation...)
8. Secure license application if any
9. Secure Stock to be available for main offer and promo
10. Manage customer data, classify groups, develop online sales programs & increase new members
11. Develop and turn strategy into action via marketing activities
12. Planning promotion for short date or suppressed products to sell before deadline
13. Work closely with Digital/Media in developing training capability program/communication materials; roll out the program across key online markets

**Digital Marketing, PR, Projects & visual merchandising online:**

1. Drives web traffic/sales, growth of e-Commerce applications via targeted online campaigns and retention strategies, with high level of customer acquisition and conversion;
2. Select carefully brand implementation online but spread as much as possible brand awareness
3. Propose design suggestion layout as per guidelines with the designers and submit for approval
4. Work closely with the brand team to Boost brand awareness online and offline through events

**TV home shopping project management:**

1. Follow up new opportunities with home shopping channel
2. Follow up sales order & payment process with home shopping partner.

**Analysis & Reporting:**

1. Sales analysis of each online E-tailer and of each activity
2. Budget management and conduct expense/benefit analysis, discount rate check ... (ROI)
3. Competition benchmark (promo, pricing...)
4. Track performance per E-tailer, Partner, to identify solution of development
5. Analyze actual online unit & if necessary design new or improve processes **CRM**
6. Manage customer database and develop customer loyalty programs;
7. Handle customer service for online –phone calls, e-mails, facebook, etc

**From 3/2019**

**MVOT(Online Store)**

**COMMERCIAL DIRECTOR**

**MVOT: The leading brand E-commerce solutions provider in Vietnam,**

**MVOT integrated capabilities encompass all aspects of the E-commerce value chain covering IT solutions, store operations, digital marketing, customer services, warehousing and fulfillment.**

**PARTNER: LGVina (WHO, SUM, OHUI, ESSANCE, BELIF, VDIVOV, DOUBLE RICH, E'ZUP, LACVERT, ISA KNOX...) MAISON (PUMA,HAVAIANAS ..), AN NAM, CREP PROTECT**

1. Planning and forecasting sales, margins, and other key performance indicators (KPIs)
2. Setting monthly, weekly, and daily sales targets
3. Monitoring actual vs. Target performance review

4. Collaborating with internal teams to gather data and communicating requirements
5. Assisting the Head of Business Development on key business decisions through analyses on ad-hoc basis
6. Driving important processes throughout the Business Development team
7. Other tasks requested by Head of Business Development
8. Support the strategic establishment of Ecommerce operational models - Integrate e-Commerce in ecosystem and push direct sales
9. Sales - Set up, analyze media & ecommerce reports to drive decisions
10. Build strong relationship with selected accounts for selected categories drive Ecommerce sales & activities
11. Recognize shopper triggers/barriers to define fast & appropriate action
12. Find & negotiate new business opportunities with new partners
13. Combine mass and customized promotions when necessary (for special operation...)
14. Secure license application if any Secure Stock to be available
15. Manage customer data, classify groups, develop online sales programs & increase new members
16. Develop and turn strategy into action via marketing activities
17. Planning promotion for short date or suppressed products to sell before deadline
18. Work closely with Digital/Media in developing training capability
19. Program/communication materials; roll out the program across key online market