


PHẠM THỊ KHÁNH BÌNH




CONTACT INFORMATION

 Female

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OBJECTIVE

The first goal which is that taking advantage of knowledge from my major to bring benefit for the company and improve the skill and experience for myself

Long-term goal: Gain more professional skills and experience to become an expert in the E-Commerce industry

SKILLS

Computer:

Good use of Microsoft Office

Language:

Good use of English

Organization:

Communication skills, Teamwork, ...

EDUCATION

● August 2018 - Present

Ho Chi Minh City University of Technology and Education, Major: E-Commerce

GPA: 8.1/10

EXPERIENCE

● JUN 2022 - CURRENTLY

International Minh Viet Joint Stock Company, E-Commerce Executive

- Key contacts for all e-commerce platforms: Shopee, Lazada, Tiktok,...
 - Create promotions for e-commerce sales channels
 - Manage budget and run media and maximize platform' programs to gain good performance for e-commerce sales channel.
 - Generate reports for analysis and insights on competitors promotions and campaigns' performances.
 - Check product inventory and suggest promotion strategy for each product
- *Key Learning:
- Know and understand how to do search engine optimization
 - Increase skills: time management, communication, initiative in work
 - Be worked in e-commerce site and have knowledge sales policy in there.

● MAY 2021 - FEBRUARY 2022

Head Capital Vietnam, Intern E-Commerce

- Upload and optimize product information on the company's e-commerce website: thegioisi.com
- Find out and compare prices of competitors on e-commerce sites
- Support customer services department and make orders (Packing /Delivery/Payment...)
- Each article posted in every hour will attract 1,000 views, 600 clicks, revenue increased by more than 60% in the month.

● SEPTEMBER 2020 - FEBRUARY 2021

An Phuoc Group, Staff sales

- Introduce, consult products and answer customers' queries
 - Make reports of sales every day.
 - Displaying products and performing inventory
 - Revenue of 150 million / month and archive KPI about positive feedback from customers.
- *Key Learning:
- Increase skills: consulting and persuading customers, communication skills, inventory count and make report remaining products daily.

● MAY 2020 - AUGUST 2020

Nide Vietnam Corporation, Purchasing Collaborator

- Support to check the terms of the contract
 - Receive notifications and communicate with partners, suppliers
 - Support tracking of orders placed.
 - Check the quality of the supplier's sample product
- *Key Learning: be proactive at work, adapt quickly, be active



ACTIVITIES

December 2020 - JANUARY 2021

Volunteer Spring Activities in 2021, Campaign steering committee

- Meeting to discuss and come up with an action plan for the campaign. Prepare reports and provide estimated budgets for campaign activities. Participate in the repair of 5 houses of love, Distributing clothes and rice to people in difficulty,...