



# NGUYỄN VŨ MINH THIÊN

Job title: **Ecommerce / Product / Project / Business Analyst**

Email: [REDACTED]

Mobile: + [REDACTED]

Add: 33 Ben Van Don, 12 Ward, 4 District, HCMC, Vietnam

## Career Summary

With more than 15+ years of experience working in the field of Digital Transform; Digital Platform, Digital Business & Ecommerce Manager. I have held positions such as Business Analyst; Product Manager; Project Manager, Ecommerce Manager and higher level.

I specialize in driving, building or rebuilding Digital Enterprise (make plan, strategy, build, sales, marketing & operation) projects for industries: E-commerce (B2C; B2B; C2C, Crossborder & Other); Online services, Healthcare, Insurance, Banking, E-payment, Delivery, Warehouse & Travel.

I am ready to join the project while the idea is still in the womb and I will turn it into reality with [REDACTED] addition, I am an active and enthusiastic person. I am willing to learn and do what is necessary to do a good job even when under pressure or on a remote assignment.

I am looking forward to an interview at your office.

## Key Skills

- Adapting to the working environment & live environment; Fast and high habitat.
- Out of the box thinking.
- Organizational & Project Management.
- Business Development.
- Identifying market segments.
- Understanding online market: Vietnam, Thailand, Laos & Cambodia.
- Project Delivery | Team leader | Team player.
- Creativity | Commitment | Learning Agility | Goal driven | Adaptable.
- Understand the process and use work management models: Waterfall; Agile Scrum Master. Work management software: Jira, Azure DevOp, Redmind, Base WeWork.
- Knowledge (in depth) & apply AI technology in practice.
- Knowledge (in depth) platform: Odoo; AX; ERP; SAP; PHP; Magento & Shopify.
- Have experience and understanding of user behavior & UI/UX.
- In depth use of Power BI, Google Studio & Data Analyst.

## Desired Information

- Salary: **30,000,000vnd – 40,000,000vnd** (gross)/month. Job type: **Fulltime**
- Location: Ho Chi Minh / Other & Trip.
- Industries: **Ecommerce / Digital Business / Platform; Retail; Omni Channel & Online Service.**

## Personal Information

- Birthday: 17/05/1984. Gender: **Male**. Marital status: **Married**.
- Degree: **Bachelor**. Real Experience: **15+ year**. Career level: **Head / Director / Manager / Leader**

## Education

- 2023: PACE – Certificate of Chief Customer Officer. 2022: PACE – Certificate of Chief Digital Officer.
- 2019: PACE – Certificate of Chief Product Officer. 2018: FPT Edu - Certificate of Business Analyst.
- 2015: FMIT - Certificate of PMP (Project Management Professional).
- 2014
  - Microsoft - Microsoft Certified: MCSD (Microsoft Certified Solutions Developer) (Vietnam).

- FMIT - Certificate of Completion: STT - Software Testing For Tester.
- 2013: Apex - Certificate: Agile Scrum – CMMI (Vietnam). 2012: MBA of eCommerce – Institute of Business Management (Singapore).
- 2010: Bachelor of Business Management – Economic University (Vietnam).

**Experience Journey:**

**1. Viettinhanh Corp – Mykingdom – Toy Retail Chain**

**03/2023 – 03/2024**



- Position: **Sale + Operation Senior Manager** (Online + Offline) for Vietnam Market.
- Job style: Fulltime
- Job in charge: Rebuilt **VietTinhAnh Online; Offline Store brand Zuzu + B2B Department**.
  - ✓ Sale:
    - Manage 10 stores in Ho Chi Minh of brand Zuzu & Online Sales Channel + B2B Channel.
    - Ensure operations operate according to standards from image, product, service quality, customer care,...
    - Build up a working culture, people of sales team.
    - Make KPI & Push sales.
    - Reached the revenue
      - \_ 90% on 2023.
      - \_ Develop & push sales online channel: [redacted], [redacted], [redacted] Facebook & Tiktok Shop.
  - ✓ Marketing
    - Work with internal team to implement Marketing campaigns.
    - Implement, monitor, measure and optimize advertising campaigns on channels: Facebook, Google, Youtube, Zalo, Tiktok & Offline (Activity; Sale Off & Outlet).
    - Make reports, evaluate the effectiveness of advertising campaigns on a weekly and monthly basic.
  - ✓ Customer Service
    - Make customer care campaigns.
    - Customer manage.
  - ✓ Technical:
    - Strategy, make plan & build new platform Omni Channel -> build on: Shopify & AX.
    - Result (new platform Omni Channel -> build on: Shopify & AX)
      - ✓ Launching for web MyKingdom: 15/08/2023.
      - ✓ Launching for web CleverCollection: 30/08/2023.
    - Maintaining & upgrade for old platform Omni Channel -> build on Odoo platform + Magento platform & AX.
  - ✓ HRBP:
    - Organize chart Online + B2B Department, working regulations & working culture.
    - Processing working.
    - Build up a working culture, people & Team: work in team, responsible & clear.
    - Personnel optimization, implement & manage.
  - ✓ Content: make new product content & optimize content (S.E.O standard).
  - ✓ Finance: implement, monitor, measure, and optimize cash flow + Receivables.
  - ✓ Operation: Update process: Processing order, Buyer process; Warehouse process & Delivery process.
  - ✓ Other:
    - Sale training, customer care & other.
    - Review market & competitor.
    - Review & research tech / marketing / other.

**2. Blackeyes Corp – Technology Solution Company - Vietnam****06/2020 – 12/2023**

Blackeyes is an Technology Outsourcing and Human Resources rental company. I joined the company as **Project Director**. I make plan, implement construction and hand over projects to investors.

**a. DPO Corp – Cambodia****10/2023 – 12/2023**

- Position: **Project Manager + Business Analyst** (Technical + Operation)
- Job in charge:
  - ✓ Build Order Food platform for Cambodia Market (*web + app*).
  - ✓ Create BRD (Business Requirement Document), Feature List, , UC list and UC detail, GBR (General Business Rules) and wireframe.
  - ✓ Manage technical team, project & commitment to quality + work progress.
  - ✓ Result: Launched platform (Admin system, web & application) on 15/12/2023.

**b. OSH Telemedical – Vietnam****06/2023 – 09/2023**

- Position: **Project Manager + Business Analyst** (Technical + Operation)
- Job in charge:
  - ✓ Build EMR (*Electronic Medical Record*) platform for clinic (*web + app*).
  - ✓ Build PHR (Personal Health Record) platform for patient (end user) (*web + app*).
  - ✓ Apply AI technology in behavior user and doctor:
    - Call to get patient information.
    - Call to remind about medication appointments, follow-up examinations and regular health inquiries.
    - Automatically transfer the case to a specialist
  - ✓ Result: launching platform: 01/10/2023.

**c. Home Product Center – Thailand ( [REDACTED] )****04/2023 – 08/2023**

- Position: **Head of Project + Business Analyst** (Technical + Operation) for Thailand Market.
- Job in charge:
  - ✓ Technical: Strategy, make plan & build platform: DMS (Distribution Management System)
    - Module: Manage orders (fulfillment) by each point of sale.
    - Module: Manage revenue by each point of sale.
    - Module: Sales staff management.
    - Module: Manage promotions.
    - Module: Inventory management.
    - Module: Debt control.
  - ✓ Operation:
    - Make process for: delivery & order management.
  - ✓ Result: Launching platform: 01/09/2023.

**d. MatxiCorp – The One 5 Project – DropShipping business model****07/2022 – 03/2023**

- Position: **Senior Project Manager cum Business Analyst** (eCommerce + Technical + Operation) for Vietnam Market.
- Jobs in charge:
  - ✓ Technical: Strategy, make plan & build: Co-platform
    - Admin Management System (Omni-Channel) (for Internal).
    - Warehouse Management System (for Internal; Dealer & Supplier).
    - App + web buyer / seller for End User; Sales man & Dealer.
    - App + Admin Management System (for supplier).
    - Platform for operation (HRBP, Asset Management & Booking Media).
    - Manufacturing Execution System for factory (Cosmetic + Functional foods).

- Module: Raw material/supplier management. Materials management.
- Module: Product production configuration management.
- Module: Manage product requirement. Product quality control.
- Module: MES configuration management.
- ✓ Operation:
  - Make plan + process for: warehouse, delivery, order management & factory.
  - Implement omni channel model into sales channels.
- ✓ Training & execute work management models: Waterfall + Agile Scrum Master. Work management software: Azure DevOp.
- ✓ eCommerce
  - Building an operation plan, developing solutions and controlling sales channels on the company's web and on Marketplace: Shopee, Lazada, Tiki.
  - Manage and monitor the operation and overall efficiency of the online sales team to ensure the achievement of sales targets as well as the quality of customer care services.
  - Research competitors, market trends and related partners to promptly come up with and implement appropriate action solutions to improve operational efficiency and optimize existing resources. Proactively propose and strengthen investment solutions, expand resources to meet the needs of acceleration and development.
  - Recruit, train, manage and develop a team to successfully and effectively execute business goals.
  - Coordinate with related departments in the company to unify policies, operating procedures as well as implement programs to achieve the goal of increasing sales and developing the brand.
  - Make reports, analysis, and performance evaluation on a weekly/monthly/quarterly/yearly.

**e. Web Courses Bangkok – Digital Learning Platform**

**01/2023 – 06/2023**

( [REDACTED] )

- Position: **Senior Product Manager cum Business Analyst**
- Jobs in charge:
  - ✓ Make plan, strategy & build a Co-platform + Management System: Courses online.
  - ✓ Optimized, maintaining & upgrade platform.
  - ✓ Make digital marketing plan.

**f. CareerBuilder - Global Leader in Recruitment Solutions (Vietnam)**

**06/2022 – 12/2022**

( [REDACTED] )

- Position: **Senior Product Manager cum Business Analyst** (Technical) for Vietnam Market.
- Jobs in charge:
  - ✓ Rebuild & upgrade admin management for Internal.
  - ✓ Rebuild & upgrade HR Platform for Employee.
  - ✓ Upgrade new feature on web (for Employer).
  - ✓ Build affiliate platform.
  - ✓ Build App HR Platform for Employee.
  - ✓ Build Data Management Platform for Employer & Employee.
  - ✓ Make plan & layout for new HR Central Platform (Employer).

**g. Emall Corp – Pierre Cardin Shoes & Oscar Fashion Retail Chain**

**04/2022 – 09/2022**

( [REDACTED], [REDACTED]; Tiki; Shopee; Lazada & Tiktok Shop)

- Position: **Project Manager cum Business Analyst** (Technical + Operation)
- Jobs in charge:
  - ✓ Technical: Strategy, make plan & build: Omni Channel Platform.
    - Admin Management System (Omni-Channel)

- Warehouse Management System (for Internal; Dealer & Supplier).
- App + web buyer / seller for End User; Sales man & Dealer.

✓ Operation:

- Make plan + process for: finance, warehouse, delivery, order management & shoe manufacturing partner.
- Implement Omni Channel model into sales channels.
- Implement CDP (Customer data platform).

h. **Viettinhanh Corp – Mykingdom – Toy Retail Chain**

03/2021 – 05/2022

( [REDACTED] ; [REDACTED] )

➤ Position: **Project Manager cum Business Analyst** (Technical + Operation) for Vietnam Market.

➤ Jobs in charge:

✓ Technical:

- Rebuild + Upgrade Onmi Channel Platform.
- Build loyalty management system.
- Responsible for construction (backends; frontends & integrated 3<sup>rd</sup> system).

✓ Operation:

- Make plan + process for: finance, warehouse, delivery & order management.
- Implement Omni Channel model into sales channels.
- Implement CDP (Customer data platform).

i. Project: [REDACTED] – Sàn giao dịch bất động sản thứ cấp

09/2020 – 04/2021

➤ Position: **Head of Project cum Business Analyst** (Technical + Operation).

➤ Jobs in charge: build new project [REDACTED] (**Đất Xanh Group**), one new business model: Secondary Real Estate Market Place

✓ Technical:

- Backend: Build, maintaining & upgrade: Admin management system for iHouzz Internal + Real Estate Broker.
- Build loyalty management system.
- Frontend: Contruction, maintaining & upgrade.
- Build backends & frontends iHouzz Pay platform.

✓ Operation: make plan + process for: Search & check product; Post for sale/rental; Buying and selling process & Customer care process.

j. **Project: ThoughtWorks – Thailand**

10/2020 – 03/2021

➤ Position: **Project Director**

➤ Jobs in charge:

✓ Build: Customer Service Portal platform for Siam Commercial Bank (SCB). It is: for users to create requests to support bank services such as: emergency card blocking, card activation, account activation, transaction password change,... on web & application.

k. Project: **MrThợ.vn & [REDACTED] ([REDACTED] & [REDACTED])**

06/2020 – 12/2020

➤ Position: **Project Director cum Business Analyst**

➤ Jobs in charge:

- ✓ Rebuild project: [REDACTED] The business model: B2C & B2B selling tools, parts & technical equipment.
- ✓ Build new project: [REDACTED] is business model: Cleaning & Repairing for home, electricity, home water & electrical system & other service.
- ✓ Team manage: Tech, Operation, Sales, Marketing, Customer Service, Delivery & Warehouse.

l. Project: [REDACTED] – **Thợ Cửa Mọi Nhà** [REDACTED]

06/2020 – 09/2020

- Jobs in charge: Startup - Build new project: eWerkee. The business model: Delivery & Installing for Electronic & Refrigeration.

m. **Project: Hithợ.vn – Gọi Thợ Có Ngay** ( )

05/2020 – 09/2020

- Jobs in charge: Startup - Build new project: Hithợ.vn. The business model: Cleaning – Repairing – Warranty Service for Electronic & Refrigeration.

**2. Điện Máy Thiên Hòa** ( )

08/2017 – 05/2020

- Position: **Head of eCommerce + B2B**
- Job in charge: Rebuilt **Thiên Hòa Online + B2B Department**.
  - ✓ Technical:
    - Contruction & Update: Shopping Cart Management (backends & frontend desktop, mobile web & application); Delivery system & CRM system for B2C & B2B.
    - Join the SAP system implementation team with the role: of training & support.
  - ✓ HRBP:
    - Organize chart Thiên Hòa Online, working regulations & working culture.
    - Processing working.
    - Build up a working culture, people & Team: work in team, responsible & clear.
    - Personnel optimization, implement & manage.
  - ✓ Sale:
    - Build up a working culture, people & Team sale.
    - Make KPI & Push sales.
    - Reached the revenue
      - \_ 90% on 2017.
      - \_ 100% on 2018.
      - \_ 106% on 2019.
      - \_ 62% on 2022 (1st quarter + 2nd quarter).
      - \_ Develop new sale channel: , &
      - \_ Develop new brand product: Fujijama + Vego
  - ✓ Marketing
    - Work with internal team to implement Digital Marketing campaigns.
    - Implement, monitor, measure and optimize advertising campaigns on channels: Facebook, Google, Youtube, Zalo, Tiktok, Admicro...
    - Working with partners to deploy banner booking campaigns on Admicro, Adtima, Momo, Viber, DSP, Lava...
    - Make reports, evaluate the effectiveness of advertising campaigns on a weekly and monthly basic.
    - Support, guide 1 Digital Marketing (Executive), deploy advertising campaigns.
  - ✓ Customer Service
    - Make customer care campaigns.
    - Customer manage.
  - ✓ Content: make new product content & optimize content (S.E.O standard).
  - ✓ Finance: implement, monitor, measure, and optimize cash flow + Receivables.
  - ✓ Buyer
    - Work with internal buyer team to implement, optimize product purchase & clear inventory.
    - Make reports and evaluate sales performance weekly, monthly, quarterly and annually.
  - ✓ Operation: make process: Processing order, Buyer process; Warehouse process & Delivery process.
  - ✓ Other:
    - Sale training, customer care & other.
    - Review market & compator.

- Review & research tech / marketing / other.

## 2. ITL Corporation

05/2014 – 07/2017

- Position: **Project Manager**
- Jobs in charge & Mission
  - ✓ Built: [REDACTED] – The biz concept: eCommerce website (B2C) (Selling all categories).
  - ✓ Built: [REDACTED] – The biz concept: eCommerce platform (all in one).
  - ✓ Built [REDACTED] – The biz concept: eCommerce website (C2C).
  - ✓ Build new project: Delivery Last Mile – Speedlink Express.
- Detail
  - ✓ Technical:
    - Contruction & Update: Shopping Cart Management (backends & frontend desktop, mobile web & application); Delivery system & CRM system for B2C & B2B.
    - Release project on 12/01/2015.
  - ✓ HRBP:
    - Organize chart, working regulations & working culture.
    - Processing working.
    - Build up a working culture, people & Team: work in team, responsible & clear.
    - Personnel optimization, implement & manage.
    - Cost: abatement 50% (2015 / 2016)
  - ✓ Sale (myMall + myFace):
    - Build up a working culture, people & Team sale.
    - Make KPI & Push sales.
    - Reached the revenue: Growth 100% (2015 / 2016)
  - ✓ Marketing
    - Work with internal team to implement Digital Marketing campaigns.
    - Implement, monitor, measure and optimize advertising campaigns on channels: Facebook, Google.
  - ✓ Customer Service
    - Make customer care campaigns.
    - Customer manage.
  - ✓ Content: make new product content & optimize content (S.E.O standard).
    - Finance:
      - Implement, monitor, measure, and optimize cash flow + receivables.
      - Contact & work with investment funds for myMall (series A).
  - ✓ Buyer
    - Work with internal buyer team to implement, optimize product purchase & clear inventory.
    - Make reports and evaluate sales performance weekly, monthly, quarterly and annually.
  - ✓ Operation: review & optimize process: Processing order, Buyer process; Warehouse process & Delivery process.
  - ✓ Other: sale training, customer care & other.

## 3. Phuong Nam Cultural

01/2012 – 04/2014

- Position: **Head of eCommerce**
- Job in charge:
  - ✓ Rebuilt the website sell book (backends & frontends): [REDACTED]
  - ✓ Built new project, sell eBook: [REDACTED]
  - ✓ Build Warehouse Management Platform.
  - ✓ Manage team: Tech, Operation, Warehouse, Delivery, Content & Customer Service.

## 4. M-Service JSC (a subsidiary of Vinaphone)

02/2011 – 02/2012

- Position: **Project Manager**
- Jobs in charge: Built new project, biz concept – mobile payment: [REDACTED] The first mobile payment in Vietnam.
- Manage team: Tech, Operation, Business Development & Customer Service.

5. **Vega Corporation**

01/2010 – 02/2011

- Position: **Project + Product Manager**
- Jobs in charge:
  - ✓ Built new project, biz concept – music social network: [REDACTED]
  - ✓ Upgrade project, biz concept – video social network: [REDACTED]

6. **FPT Online**

01/2009 – 01/2010

- Position: **Market Manager** (National).
- Job style: Fulltime.
- Jobs in charge: Built new, repair & stable market for all product game online of FPT Online.

7. **Vinagame (VNG Corporation)**

12/2003 – 12/2008

- Position: Game Product Supervisor: 2003 – 2004. Game Product Manager: 2004 – 2008.