



NGUYEN MINH QUAN

40/7/2 Khanh Hoi, dist. 4, HCMC, +84 946577784

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Objective

My career objective is to build a long-term career in trading and marketing industry with opportunities for career growth

TRUNG HUY COMPANY LIMITED – 26 PHAN HUY CHU, DIST 5, HCMC

MARKETING MANAGER - FEB 2018 TO NOW

- *Planning:*
 - Planning Marketing strategies for current brands: Ocean Glass, Zebra, Peacock, Lucaris
 - Negotiating with suppliers to unify the marketing strategies, budget and objective
 - Managing marketing program for MT channel and department stores
- *Implementing*
 - Cooperate with other departments to deploy the planned Marketing program
 - Cooperate with agencies to ensure the highest result
 - Analyze and estimate the efficiency for each program
- *Researching and developing:*
 - Study and collect competitors strategies, pricing policy, new products
 - Plan new strategies to compete with other competitors
- *Managing:*
 - Manage human resources of Marketing Department
 - Divide tasks, monitor and evaluate the working progress

MINH THUY AGRICULTURE COOPERATIVE – 72B VAN HANH, DALAT CITY

GENERAL MANAGER - OCT 2016 TO FEB 2018

- Manage purchasing, sales for fresh food industry (Fresh vegetable from DaLat: Pricing, making purchasing, push sales)
- Recruit and train new employees
- Plan and implement procedures and systems to maximize operating efficiency
- Manage and drive one insecticides and pesticides retailer

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SCD (SAIGON CO-OP DISTRIBUTION) – 765-766 STREET 8B, DIST 2, HCMC

PLANNING & MAKETING EXECUTIVE - FEB 2014 TO OCT 2016

- Balance budget to plan and to implement Trade Marketing for FMCG (Fruiser from Malaysia, P&G from the US), Co-ordinate with Sales Department for appropriate promotion strategies: discount, free sample, product bundling...
- Regularly checking inventory balance to make purchase order for FMCG
- Processing Shipping documents and cooperate with Import-Export department to unload goods
- Co-operate with Supplier to make sure the Quality and Quantity match with Purchase Order
- Responsible for Brand Marketing of Parker & Waterman Vietnam: displays, images, counters, open new showroom, maintain current showrooms
- Administrator of Parker & Waterman' s CRM system
- Coordinate with accounting department for suppliers' payment
- Training salesman on new products

Education

BACHELOR | NOVEMBER 2013 | RMIT VIETNAM

- Major: Commerce
- Minor: Marketing
- Related coursework: Marketing research, Marketing Communication, Service Quality, Buyer Behavior

Skills

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|---------------------------------|---|
| ➤ Languages: English (advanced) | ➤ Strong communication skill |
| ➤ Time management | ➤ Energetic work attitude |
| ➤ Adaptive team player | ➤ IT skills: MS word, excel, PowerPoint |
| ➤ Leadership | ➤ Critical thinking |
| ➤ Analytical skills | |