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## COVER LETTER

Dear Hiring Team,

I'm interested in leadership roles within your organization, particularly in **New Business Development, Senior Operations, Business Transformation, Strategy & Planning, and Project Management**. With over five years of diverse industry leadership, I've built up and optimized the operational processes, systems, tools, people & measurement from the ground up and business restructure period, driving effective operations through feasible initiatives and impactful projects.

A career hiatus, during economic downturns, led me to deepen my skills in entrepreneurship, product development, and sales & marketing, culminating in the successful launch and management of my own business project. This hands-on experience, alongside my roles in dynamic teams and operational scaling, especially in startup and SME settings, aligns with my commitment to sustainable development and a people-first culture.

Holding a Bachelor of Law and an MBA, and fluent in English, Mandarin, and Cantonese, I offer a holistic perspective to business challenges and opportunities. I'm eager to discuss how my background can contribute to your organization's goals. Please contact me at **hongbaonhi.uel@gmail.com** or via Whatsapp at **+84785778925** to discuss further.

Thank you for considering my application. I look forward to the possibility of contributing to and growing with your team.

Best regards,

Harley

# Harley, Nhi Hong

The builder | From Startup to Scaleup

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## OBJECTIVE

Over six years, I've managed daily operations in customer service, experience, and after-sales support, emphasizing service level agreements, team performance, and cost efficiency. Skilled in multitasking across various roles, I've aimed to become a versatile generalist. With an 8.5-year track record of growth in startups to established corporations, I'm now targeting a senior management role in **business strategy & operations** aspiring to navigate organizational challenges as a resilient leader.

## PROFESSIONAL EXPERIENCE

### JOBHOPIN – HCMC, VN

Senior Operations Manager, April 2023 – September 2023

**Leading Customer Success & Operations Excellence teams. Team size: 6**

#### 1> Customer Success (CS): 3

- Build and maintain strong relationships with key customers, serving as the main point of contact for escalations, turn distressed customers/situations into good sentiment & further business opportunities.
- Deliver process enhancement and optimization: formulate customer-journey map for each product, ensure the seamless experience across touch-points, tailor and monitor operational processes (onboarding, retention, renewal...)
- Promote customer-centric culture, team spirit; inspire, motivate and nurture team members; map out new team structure, carry out hiring & people development plan; conduct performance appraisals, review & revamp team management framework (scope, people, process, system, reportings)
- Manage resource allocation, efficiency & team workload, build up OKR & measurements on a regular basis; ensure data tracking reports (account health, SLA, survey), use data insights to define gaps & take action plans.
- Develop rewards & recognition programs to incentivize team members across all levels;

#### 2> Operations Excellence (OE): 2

- Tailor and manage the project portfolio based on business objectives & improvement areas: Service implementation, Operational process/system enhancement of Customer Success, Talent Intelligence, Sales team...
- Set priorities, oversee end-to-end lifecycle to ensure project delivery in a timely manner and meet objectives; research project context & background, collect facts & figures; perform qualitative & quantitative analysis to generate insights, foresee project impact.
- Define project scope, success criteria, milestones, deliverables, timeline, cost in collaboration with stakeholders.
- Build up & maintain relationship with Client & cross-functional teams; clarify ambiguity, manage expectation from project sponsors (CEO, Client);
- Coordinate with stakeholders to pinpoint potential risks, triggered events; evaluate likelihood, impact and prepare response actions; monitor risk management and take corrective actions where relevant.

### Achievement:

- + Lead a campaign that meets 95% targeted high profiles, 36.84% screening approval in 6 weeks.
- + Handle a complexity case that prevents a loss of 32k\$ revenue in 5 weeks.
- + Lead 2 operational projects for 1 product launch & 1 service closure in 4 months

## **SHOPEEFOOD – HCMC, VN**

*Customer Service Manager, March 2020 – June 2022*

### **Leading Customer Support Operations (4 sub-teams) & CS Project Management team. Team size: 35.**

- Thrive CS department to adapt with changes and business goals: restructure org chart, adjust scope of work, propose team KPI, review and deploy yearly/quarterly project portfolio to deliver objectives.
- Manage CS Operations (User, Driver, Merchant, Social) and CS Project management team; foster company value & team culture; develop HR plan, engage team members via career growth & advancement opportunities.
- Oversee CS KPI (CSAT, IPO, CPU, escalation, CQM, backlog) and project performance by reports & dashboard; review and implement corrective actions where needed; benchmark market practices (Grab, Baemin, Gojek) to reinforce improvement initiatives (policy, process, features & systems).
- Build up project portfolio, manage project progress & objectives; keep stakeholders engaged & informed to updates, changes; ensure project proposals, Gantt Chart & other documents are fully updated & accurately.
- Ensure supporting tools for task efficacy: framework (data analysis, reporting guideline, problem solving, project skill, performance assessment), process (compensation scheme, complaint handling, service inquiries & support), system (ticket, order tracking, dashboard), training & sharing sessions.
- Work with cross-functional teams (MKT, BD, CX, WFM, TQA...) to deliver excellent daily operations & ad-hoc; deploy projects to enhance customer experience, reduce operational cost, improve BPO & Inhouse efficiency.
- Ensure that all resources (headcounts, CS operating cost) are efficiently used to meet division's targets.

### **Achievement:**

- + 11/2021 – 03/2022: Save 70% compensation cost (\$16.5k/month), deliver WOW experience (98% CSAT call)
- + 08/2021 – 04/2022: Reduce inbound contact per order from 9.6% to 5.4% (saving \$26k/month)

## **S.F EXPRESS – HCMC, VN**

*Team Lead, Customer Service & Customs Affairs, December 2016 – August 2019*

### **Leading Backline Customer Service & Customer Affairs team. Team size: 12**

- Monitor daily operation of customer service, ensure inquiries and complaints are handled timely and accurately, be the contact point to work with Customs Brokerage, Customs Bureau to resolve import-export issue;
- Work with Headquarter, Regional teams and local team( Warehouse, Operations, Finance, Customs clearance partners) to deliver service level agreement (resolution time, escalation rate, backlog).
- Build up and optimize CS & CA workflow: inbound & outbound order processing, complaint handling, compensation scheme, assist with payment collection & invoicing.
- Monitor daily export, import shipment to ensure SLA CS support to customers, minimize abnormal shipments and reduce compensation cost, warehouse fee by diminishing delayed shipments.
- Provide training and coaching, update SOPs, policies to the team; assist Manager to promote team culture, recruit teammates, allocate tasks and arrange work-shifts; build up a succession plan, provide intensive training to successors.

## **EDUCATION ..... ADDITIONAL SKILLS .....**

### **WESTERN SYDNEY UNIVERSITY – Australia & VN**

*Master of Business Administration, 2021 – 2023*

### **UNIVERSITY OF ECONOMICS & LAW – VN**

*Bachelor of Economics & Law, 2011 – 2015*

- Language: Vietnamese, English, Cantonese, Mandarin
- Tech stack: Hubspot, Salesforce, Asana, Confluence, Jira, Slack, Cloudphone, Fireflies
- Web and tech savvy, require little to no training.