

# CURRICULUM VITAE

## I. PERSONAL INFORMATION



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### **Strength:**

- Technological oriented.
- Customer focused.
- Finance control.

## II. EDUCATION

Year	Education
2004 – 2007	Thai Binh province High school for the Gifted – Natural Science
2007 – 2011	Banking Academy – International Settlement
2013 – 2019	Scholarship “IPL Enlightened Leadership Program”. <a href="http://ipl.edu.vn/">http://ipl.edu.vn/</a> <i>Thought big and learned a lot of knowledge to become a CEO. Have an environment where there are people of similar value.</i>
2020 – 2020	Amani Institute – Social Innovation Management. <a href="https://amaniinstitute.org/">https://amaniinstitute.org/</a>

Year	Position	Duties
Apr 2008 – Dec 2009	Head of Smax Club	Soft skills club for students and volunteer groups, 20 members. Organizing soft skills training, team building activities through games.
Aug 2009 – Sep 2010	Co-founder Vietnam Youth Project 350 (VYP 350). A project from the members of Vietnam Youth Forum.	Relating to Environmental and Climate Change awareness education, 15 volunteers.
Oct 2010 – Jun 2011	Project assistant for Action in the City (a NGO). Project helps farmers sell and market organic vegetables in Thanh Xuan ward, Soc Son district, Ha Noi capital.	<ul style="list-style-type: none"> <li>- Taking the order from excel form and telephone.</li> <li>- Packing the goods.</li> <li>- Supporting the customer after sales.</li> </ul>
Jul 2011 – Aug 2012	Co-founder An Hoa Organic. Have a farm in Tien Giang province and sales in Ho Chi Minh city.	<ul style="list-style-type: none"> <li>- Finding the new customer (restaurant, family, ...) and partner.</li> <li>- Production planning.</li> <li>- Sourcing the organic products from other provinces (Quang Nam, Dak Lak, Can Tho, ...).</li> <li>- Supporting the customer after sales.</li> </ul>
Oct 2010 – Aug 2014	Key member for Xanhshop ( <a href="http://xanhshop.com/">http://xanhshop.com/</a> ). Online shopping in HCM city provides food for families.	<ul style="list-style-type: none"> <li>- Search for sources: sea food, meat, rice, egg, vegetable, spices ... from central and southern provinces.</li> <li>- Sales and support customers.</li> <li>- Transport organization.</li> </ul>
Sep 2014 – Oct 2018	Giao hang nhanh Joint Stock Company ( <a href="https://ghn.vn/">https://ghn.vn/</a> ) <ul style="list-style-type: none"> <li>- 2014 - 2015: Head of Business Development division for Hanoi.</li> <li>- 2015 - 2016: Nationwide Account Manager.</li> <li>- 2016 - 2017: Project Manager (Customer First culture).</li> <li>- 2017 - 2018: Head of Customer Experience.</li> </ul>	<ul style="list-style-type: none"> <li>- Find and develop new customers in Hanoi.</li> <li>- Care about the Key Accounts as Tiki, Lazada, Shopee, Sendo. Lead team Medium Account. Help the customer to connect with other departments in the company (such as Tech, Finance, and Operation) easily to find the solutions for the customer's problem.</li> <li>- Build the new culture of the company about Customer First: policy for employees and customers, training for all employees (from top to down)</li> <li>- Improve customer's satisfaction (NPS)</li> <li>- Build the Customer Journey Mapping (included seller and buyer) and improve the policy for SME customers. Lead team SME Care.</li> </ul>

		<p><i>Saw a big picture in a company from zero to large (7.000 employees)</i></p> <p><i>Worked closely with the Board of Managers (CEO, COO, HRD, Technology Director) and learned many things about strategy from them.</i></p>
Nov 2018 – Jan 2020	<p>Operation Director for Nong san Nha que (<a href="https://nongsannhaque.com/">https://nongsannhaque.com/</a>). It has 7 stores in HCM City, fresh food over 80%.</p>	<ul style="list-style-type: none"> <li>- Purchasing and product development: help purchase team searching, selecting suppliers with quality products in 1 accordance with the company's requirements; work with the suppliers to optimize operation and supply chain; deal with the suppliers about the contract and price.</li> <li>- Logistics and warehouse fulfillment: shipping and arranging goods from suppliers to warehouse and from warehouse to 7 stores. Cut and optimize operation cost.</li> <li>- Business development: Managing, training and developing the store chiefs. Push sales and customer service.</li> </ul> <p><i>Structure a better financial model: decrease 8% operation cost (from 96% to 88%, include supply chain 7% and store 1%).</i></p>
Jun 2020 - Jun 2021	<p>Customer Experience Manager for BOO JSC. It has over 30 stores in VietNam.</p>	<ul style="list-style-type: none"> <li>- Build the Customer Journey Mapping</li> <li>- Improve customer's satisfaction (NPS)</li> <li>- Training for the Management team about Customer First.</li> <li>- Lead a new ERP and new website for e-commerce. Work closely with the Tech team to Digital Transformation for the company.</li> </ul>
July 2020 - Jan 2021	<p>Operation manager at Foodmap.asia (part-time)</p>	<ul style="list-style-type: none"> <li>- Training team operation, customer care</li> <li>- Lead to run ERP Odoo</li> <li>- Setup first store.</li> </ul>
Dec 2022 - now	<p>Operation manager at Midori Farmstay</p>	<ul style="list-style-type: none"> <li>- Lead to build a woodhouse.</li> <li>- Customer care in booking, fanpage</li> <li>- Setup the room</li> </ul>
Aug 2023 - now	<p>Operation manager at Proskills39.com (part-time)</p>	<ul style="list-style-type: none"> <li>- Lead to test new website</li> <li>- Lead project UX UI design for website.</li> </ul>

i) **Quote:** *"The best way to find yourself is to lose yourself in the service of others"*

*(Mahatma Gandhi)*

ii) **Personal reference:**

1. Mr. Luong Duy Hoai – CEO of Scommerce - [hoaild@scommerce.asia](mailto:hoaild@scommerce.asia)
2. Mr. Do Viet Anh – CEO of Boo JSC - [dovietanh@bosua.vn](mailto:dovietanh@bosua.vn)