



TRẦN KHÁNH LINH

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SUMMARY

Experienced Project Manager with 3+ years in tech and digital platforms. Proven success in cross-functional coordination, partner management, and workflow optimization. Delivered 85%+ of projects on time, boosted team productivity by 40%, and maintained 90–97% partner retention. Skilled in performance analysis, stakeholder communication, and risk management.

WORK EXPERIENCE

Project Coordinator, Outcubator Vietnam

Jan 2024 - Now

Product: Paymentwall - The Global Payment Platform (paymentwall.com)

Relationship Management and Partner Engagement

- Develop and maintain strong relationships with key stakeholders to foster long-term partnerships.
- Conduct regular check-ins with partners to assess satisfaction and address concerns or feedback.
- Manage escalated issues and conflicts with partners, ensuring prompt resolution.
- Prepare and present quarterly business reviews to partners, highlighting performance metrics and growth opportunities.

Cross-Functional Collaboration and Support

- Lead cross-functional meetings to align teams on project goals and deliverables related to partner accounts.
- Provide training and support to internal teams on partner products and services.
- Collaborate with marketing teams to create promotional materials and campaigns for partner offerings.

Data Analysis and Performance Optimization

- Analyze client feedback and performance metrics to inform strategic decisions and improve service quality.
- Analyze settlement data across payment channels to identify trends and optimize performance.
- Optimize costs and rates with payment partners to drive efficiency and improve profit margins.

Process Improvement and Compliance

- Develop and implement best practices for efficient account management processes.
- Coordinate with legal and compliance teams to ensure adherence to partner agreements and regulations.

Achievement:

- Maintain an average of 10 clients per month, generating revenue of more than 100,000 USD per month.
- Achieved a 97% partnership retention rate, with partners opting to collaborate on subsequent projects.
- Established an effective workflow management system, leading to a 40% increase in productivity and a 25% reduction in customer complaints.
- Developed and applied effective risk management processes, resulting in a 20% reduction in impacting payment operations.

Account Manager cum Project Manager, Apero Technologies Group

Sep 2022 - Dec 2023

Product: Publishing Games and Apps, Marketing service (apero.vn)

Partner Management and Collaboration

- Sourced and established connections with application and game product partners in Vietnam and globally.
- Ensured the quantity and quality of products through effective partner collaboration.
- Acted as a liaison between partners and internal departments, facilitating collaboration to achieve business objectives.

Project Management and Coordination

- Managed project schedules to ensure timely delivery and adherence to deadlines.
- Coordinated with Marketing, Development, and Product teams to foster effective collaboration.

Business Development and Reporting

- Developed and regularly updated business growth goals and plans, contributing to revenue growth.
- Forecasted and analyzed sales performance, preparing comprehensive management reports.

Market Research and Product Optimization

- Conducted market research and optimized products based on data insights from dashboards.
- Identified proactive and reactive improvement opportunities to enhance product offerings.

Documentation and Technical Support

- Produced essential project documentation, including business requirements, system requirements, scoping, use cases, and sequence diagrams.
- Collaborated closely with developers to implement requirements and guided testers during the QA process.

Achievement:

- Acquired an average of 15 new clients per month, generating revenue of 3 billion VND.
- Achieved a 90% partnership retention rate, with partners opting to collaborate on subsequent projects.
- Successfully delivered 85% of projects on time, surpassing the company's target of 80%.

Customer Development Manager, One Mount Distribution

Jun 2022 - Aug 2022

Product: Vinshop - The Distribution and Retail Platform (onemount.com/distribution)

Sales Strategy and Target Achievement

- Develop comprehensive plans and provide strategic direction to achieve sales targets.
- Drive initiatives to increase brand market share through targeted strategic efforts.

Collaboration and Cross-Functional Alignment

- Collaborate closely with RTM, marketing, finance, and logistics teams to design effective promotional programs and sales policies.

Team Performance and Development

- Regularly monitor and evaluate team performance to ensure accountability and identify areas for improvement.
- Implement measures to boost morale and provide continuous support, including training programs to enhance productivity.
- Develop effective recruitment and training programs for new sales staff.
- Supervise and mentor the sales team, enhancing capabilities through continuous development.

Sales and Customer Relationship Management

- Actively engage in sales and customer care activities to build and maintain strong customer relationships.
- Negotiate and finalize contracts with partners and distributors to ensure favorable supply terms.
- Build relationships with new partners to expand the product range and increase supply sources.

Data Analysis and Optimization

- Analyze sales data to assess the effectiveness of activities and recommend optimization strategies.

Achievement:

- Achieved over 8 billion VND in monthly sales with a team of 7 sales agents.
- Increased the percentage of sales agents meeting the company's target by 15%, resulting in 100% of team members reaching their sales goals.
- Enhanced the brand's coverage and penetration by 20% in the assigned area.
- Established strategic partnerships with key industry players, enhancing the company's product offerings and increasing sales by 40%.
- Implemented a data-driven sales strategy that improved lead conversion rates by 50%, significantly boosting overall sales performance.
- Developed and executed a client retention program that reduced churn by 20% and increased customer lifetime value.
- Collaborated with marketing and operations teams to launch a new product line, achieving \$2 million in sales within the first six months.

Customer Development Executive

Jun 2020- Dec 2021

Sales and Customer Engagement

- Actively engaged in sales activities to boost brand sales and expand market share.
- Informed and guided customers about the company's promotional and reward programs.
- Assessed customers' needs and financial situations to recommend suitable financial products.
- Fostered strong, lasting relationships with clients.

Customer Feedback and Insights

- Gathered and documented customer feedback to enhance future offerings.
- Regularly updated information and shared customer insights with relevant teams to improve processes and services.

Collaboration and Support

- Collaborated closely with operations and logistics departments to ensure seamless delivery and customer support.

Achievement:

- Surpassed the monthly KPI of 1.5 billion VND.
 - Contributed to a 46% increase in regional sales within 2 months.
 - Boosted customer return rate by over 20%.
 - Consistently ranked in the top 3 sales agents.
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EDUCATION

Bachelor of International Business

Sep 2016 - May 2020

International School - Vietnam National University

Language

2020

English: CEFR - Common European Framework of Reference for Languages (B2)

Certificate

June 2025

[Google Project Management: Professional Certificate](#)