

CURRICULUM VITAE

Applied for: Department Leader

Personal Particular

Name	Phan Yên Vy
Year of Birth	1995
English	Professional Proficiency
Vietnamese	Native
Location	Tan Phu, HCM
Current Salary	TBD
Salary Expectation	18,000,000 – 25,000,000
Availability	7-day notice period



PROFILE SUMMARY

- A hands-on **retail operations and people management Store Manager** with **4+ years of experience** across **global retailers and local distributor chains**, including **Uniqlo, ACFC, Social Bella, and Walenty**.
- At **ACFC**, she worked in an **Assistant Store Manager scope**, reporting directly to the **Operation Manager** (no Store Manager layer), and covered **full store operations A–Z** including people management, training & coaching, sales performance, inventory, and stockroom operations. She managed a team of **6 staff (1 Supervisor, 5 Full-time Sales Executives)** and carried **both individual KPI and store KPI** responsibility.
- She has solid exposure to **global retail SOPs** through **Uniqlo**, including structured **3-month employee evaluation cycles**, as well as experience operating under **local retail SOP systems** at ACFC and Vietnamese brand chains. Her background demonstrates strong alignment with **Decathlon's Department Leader model**, combining people development, commercial execution, and daily operational discipline.

CAREER GOALS

An execution-driven retail professional seeking to grow into a **Department Leader role** within a structured, value-driven global retailer like **Decathlon**, focusing on Sportswear sectors. Motivated to develop deeper ownership in **people leadership, commercial performance, and store operations**, while contributing to team autonomy, customer satisfaction, and sustainable business growth.

EDUCATION

10/2013 – 05/2018

Bachelor of Biotechnology

International University

WORK EXPERIENCE

09/2023 – 06/2025

AU CHAU FASHION AND COSMETIC CO., LTD (ACFC)

Position: Assistant Store Manager

(Brands: Sisley, United Colors of Benetton)

Main Responsibilities:

- Supervise and train store staff; support recruitment and onboarding.
- Review staff performance and provide coaching and constructive feedback.
- Manage sales floor operations and ensure achievement of individual and store KPIs.
- Purchase inventory based on trends, new product availability, and customer demand.

- Write sales and customer reports; propose improvement actions.
- Handle customer service issues, complaints, and in-store problem resolution.
- Coordinate stockroom and warehouse operations to ensure product availability.

Additional Scope (Operational):

- Managed **6 staff (1 Supervisor, 5 FT Sales Executives)**.
- Covered **people, training, sales, merchandise, and stockroom operations** end-to-end.
- Reported directly to **Operation Manager** (no Store Manager position).
- Worked under **local retail SOP systems** with strong execution focus.

09/2022 – 09/2023

SOCIAL BELLA VIETNAM COMPANY LIMITED

Position: Store Manager

Main Responsibilities:

- Ensure store sales targets and strategic goals are achieved
- Plan, monitor, and report weekly and monthly sales performance.
- Execute VM according to marketing and campaign guidelines.
- Train, supervise, and manage store employees.
- Implement sales schemes and contests to drive performance.

04/2021 – 09/2022

WALENTY – Vietnam Local Brand

Position: Store Manager

Main Responsibilities:

- Organize promotions, displays, and in-store events.
- Plan and manage sales campaigns on e-commerce platforms.
- Recruit, train, and develop store staff.
- Manage stock levels and make key stock control decisions.

08/2019 – 03/2021

UNIQLO VIETNAM

Position: Store Staff / Shift Leader

Main Responsibilities:

- Deliver customer service and product consultation on the sales floor.
- Execute sales transactions and support achievement of sales targets.
- Arrange merchandise following global VM standards.
- Receive and manage inventory; ensure pricing and stock accuracy.
- Operate under **global SOP standards**, including **3-month employee evaluation framework**.

FUNCTIONAL & SOFT SKILLS

- People Management & Team Development
- Store Operations & Duty Management
- Sales Performance & KPI Ownership
- Training, Coaching & Staff Evaluation
- Inventory, Stockroom & Merchandising Control
- Customer Experience & Problem Resolution