



TRACY NGUYEN



HELLO! I am

NGUYEN LE THANH THUY

## EDUCATION

### University of Economics and Law

International Economic Relations.

GPA: 8.27 / 10

### Ajou University in Korea

Certificate in Business administration

By association education center,

PhD. Chairman of SamSung,

Pro. Lee Beom Jae.

### Tan Cang STC training center

Im-export business course:  
processes and documentary.

## CAREER TARGET

- **Before 24:** Marketing Executive
- **Before 27:** Brand Manager
- **Before 30:** Have own business

## EXPERIENCE

### TRIBECO CO., LTD.

*Product Manager \_ Nov 2020 - Oct 2021*

**In charge of brand image** for Bird's Nest and Soya Milk include building fanpage, market research. Set up and manage POSM. Work with agencies to monitor OOH channels for products such as Panels project, report on TVCs budget for soy milk and Tet new packaging.

**Report periodically to BM** on sales progress (sell in, sell out), coverage, inventory, producing plan and GP. Directly supporting SD, ASM and DR so as to solve problems as soon as possible.

**Plan and proceed "sell-out supporting programs"** like short-term KPI, sign boards for wholesales, display items, promotional gifts.

**Coordinate with departments** (RD, Procurement,...) for launching.

### VIETNAM CACAO JOINT STOCK CO.

*Marketing Rookie \_ Sep 2018 - Feb2019*

**Building Omni-Channel System** for Vinacacao products include fanpage "Cacao Cốc Cốc" and distribution channels for retails.

**Marketing for our products** from market share assessment, researching, pricing for retails, planning for marketing script, adjusting plans, operating sales activities and updating promotion.

**Managing cash flow and logistics** (input, output).

Within 2 months, **reaching 20.000.000 vnd** in revenue and winning a place at the final round of a competition.

### ENTREPRENEUR FOR SOCIETY TEAM (ENS UEL)

*Media Planner \_ Aug 2016 - Aug 2018*

**Admin and creating content** to run campaigns on fanpage "ENS UEL". Following the media calendar to create content, **increase over 1.000 followers within 1 month.**

**Working with designers** to prepare POSM for programs.

“With more than 2 years of working as marketing rookie, specially PM in FMCGs for a year, I've learned the process of building sales channels and product development as well as market research to build a strong brand image. I believe those experiences will help make outstanding contribution to Orion Food Vina.

~Tracy Nguyen~

**YOU CAN CONTACT ME via**  
 684 Xo Viet Nghe Tinh, W25,  
 Binh Thanh Dist., HCMC  
 ☎ 096 881 1230  
 @thuy.working@gmail.com  
 https://www.facebook.com/thuynlt21  
 https://bitly.com.vn/b7kzis  
 Birthday: Nov 5, 1998.  
 Gender: female



**01**  
VOLUNTEER IN  
EARTH HOUR 2018  
COLOR ME RUN 2018  
VIETPRIDE 2019



**02**  
DELEGATE IN  
YOUTHSPEAK  
FORUM 2018



**03**  
SHORT-TERM  
COURSE  
IN KOREA



**04**  
EXCHANGE STUDENT IN  
CONSULATE GENERAL OF  
THE US



**05**  
ROOKIE MARKETING  
OF THE YEAR 2018

## ACTIVITIES

#OrionFoodVina #TracyNguyen

### I HAVE GROWN THROUGH SUCH ACTIVITIES | OFFICIAL VIDEO

1 view. Premiered on March 22<sup>th</sup>, 2022



**NGUYEN LE THANH THUY** ✓

1 subscriber

SUBSCRIBED



*"My hobby is to love your insights"*

I used to work in Entrepreneur for Society club as a member of Media and Social team and join in YouthSpeak Forum hold by AIESEC, where I have chance to improve my teamwork, media campaigns planning and problem solving skills. Besides, I had a marketing and sales competition as a rookie marketer of Vinacacao company before becoming a PM in Tribeco for a year. Through the process of building omni-channel retailing with activities such as sampling, pricing, promoting, developing the customer relationship, I've found interest drawn to marketing, especially relating to FMCG. So I desire to contribute to Orion Food Vina.

Here are the achievements that I am so proud of myself:

- 2nd prize in Rookie Marketing of the year 2018.
- "5 good aspects student" award.
- Lead a "2,000 signboards for customers" project of Tribeco.



**Ms. Tran Kim Thuy**  
Head of Department (BM)  
0962 420 459

## REFERENCES

## SKILLS

Uploaded by NGUYEN LE THANH THUY



**01**

### COMMUNICATION



Negotiation, Presentaion



**02**

### TEAMWORK



Leadership, Time Keeper

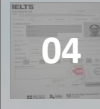


**03**

### PROJECT MANAGEMENT



Planning, Problem Solving



**04**

### ENGLISH



Ielts 6.0, Commercial E: 8.5

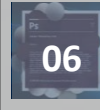


**05**

### MICROSOFT OFFICE



Excel, Word, PPT, Outlook



**06**

### DESIGN



Psd, Ai and Canva



Travelling



Shopping



Dancing

## HOBBIES