

QUYEN NGUYEN

Key Account Manager

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➤ [Portfolio](#) | [LinkedIn](#)

EXECUTIVE SUMMARY

Key Account Manager with 4 years of experience executing **Business Development, CRM and Partnership Strategies** for SMEs and Global enterprises from the Nordics to Asia by leveraging digital transformation. Proven track record of leading cross-functional teams to launch new products, increased brand awareness by 250%, secured 5+ B2B deals in 3 new markets, and generated 300+ lead conversions through multi-platform actions. Degree in **International Trade** and **Digital Marketing** from Finland, with strong interpersonal skills, cross-cultural awareness, and a fast-learning mindset that drive innovation and meaningful collaborations.

WORK EXPERIENCE

Cristobalite Vietnam (Ho Chi Minh City, Vietnam)

Feb 2024 - Now

Cristobalite Vietnam is an OEM manufacturer and distributor of cristobalite products for building materials and the construction sector worldwide.

Position: Key Account Manager (Full-time)

- Expanded the client portfolio through **B2B e-commerce platforms, digital marketing tools, and industry associations** (e.g., EXPO Sourcing, Chambers of Commerce), resulting in **500+ data-driven prospects** and securing funding connections.
- Generated e-marketing and customer relationship management (CRM) using HubSpot and Salesforce, launching **7+ automated campaigns** that produced **300+ qualified leads** in 6 months, thereby optimizing the sales pipeline.
- Negotiated and managed with decision-makers to secure competitive pricing and closed **5+ B2B export contracts** across Asia.
- Developed supply chain strategies and pricing models with BOD and 3PL partners, expanding into **3+ markets** despite volatile freight rates.

GNS Global Asia (Singapore)

Feb 2024 - Now

GNS Global Asia is the international entity of Cristobalite Vietnam in Singapore, specializing in B2B industrial mineral supply, shipping brokerage, and comprehensive logistics solutions.

Position: Business Development Manager (Full-time)

- Managed vendor partnerships to develop brand identity (**TCV media materials, trademark registration, COA processing, etc.**). Created product documentation and **communication hubs** for customers and the sales team, streamlining coordination and ensuring on-schedule delivery.
- Led the R&D and Marketing teams to conduct market research, launch multi channels, analyze product applications, and develop commercial proposals in key markets.

- Executed digital marketing strategies and optimized SEO content on multiple platforms (Google Products, Industrystocks, etc.), resulting in a **250% increase in LinkedIn engagement** in 3 months.
- Streamlined inquiries and POs with manufacturers regarding product specifications, packaging solutions, sample shipments, and customs clearance, successfully clearing **70+ sample orders**.

LifeBonder Social Media Platform (Helsinki, Finland)

Jan 2023 - Dec 2023

LifeBonder is a human-centric social media platform founded in 2021 and headquartered in Denmark.

Position: Key Account Executive (Full-time)

- Increased **ROI conversion rate by 30%** through strategic partnership management and landing page optimization.
- Collaborated with cross-functional teams to align client goals and drive retention.
- Assisted the Key Account Managers in **pre-sales contract negotiations** to establish long-term relationships with key accounts.

Swappie Oy (Helsinki, Finland)

Jun 2022 - Dec 2022

Swappie is a Finnish company specializing in refurbished iPhones that operates across Europe.

Position: Product Specialist (Trainee)

- Oversaw and assessed recycled iPhone software - hardware, ensuring QC before shipment. Gathered feedback with the sales team to validate functionality and compliance with Swappie's standards.
- Worked closely with Logistics Department to optimize inventory and ensure timely delivery.

PROJECTS & QUALIFICATIONS

SMILEGATE (Hangzhou, China)

October 2024 – December 2024

CFS GRAND FINALS 2024 – Crossfire E-Sport Game

Position: Content Creator & Interpreter (Seasonal Project)

- Worked as Interpreter Representative for **Team Alotus** (Vietnam) at the **CFS 2024 Grand Finals Tournament**, delivering **real-time interpretation** and seamless communication between players, organizers, and in-house staff.
- Optimized event coordination, including booking arrangements, activity schedules, and travel documentation.
- **Created digital content** across multiple platforms using **design and AI tools**, including live event streaming, highlight reels, and visual production.

- ❖ HubSpot Digital Marketing Certification (2022)
- ❖ Google Advertising Display Certification (2022)
- ❖ Diploma in Human Resources and Logistics, issued by SOL Oy (2021)
- ❖ EU Food Hygiene Certification (HACCP) (2020)
- ❖ Microsoft Office Specialist (MOS) Certification (2019)
- ❖ Certificate of Completion in NoHo Partners Hospitality (2023)

EDUCATION

LAB University of Applied Sciences (Lahti, Finland)

Jan 2020 – May 2023

Bachelor's Degree in International Business

- **Thesis Publication** – “Strategic Solutions for E-logistics in Vietnam. Case area: B2C”
- **Relevant Courses:** Fundamentals of Business Law and Economics, Global Business Opportunities, Artificial Intelligence and Security.

Foreign Trade University (Ho Chi Minh City, Vietnam)

Sep 2018 – Dec 2019

International Program in Languages and Business Administration

- Certified in Trade Economics, IELTS Academic, Business Presentation, and Public Speaking by FTU and University of Bedfordshire (UK) joint programs.

Erasmus+ Traineeship Program (Germany)

- Served as Game Tester for E-REACT Game Project: “The project involved bug testing and implementing the innovative online learning game tool Academy'Quiz (AQ).”.
- Generated a marketing automation campaign on HubSpot for the “T-Day Financial Planning I Cofface Project.

LANGUAGES

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| • English: Professional Working Proficiency | • Chinese: Elementary Proficiency | • Vietnamese: Native Proficiency |
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SKILLS

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|----------------------------------|----------------------------------|
| • Digital Marketing & SEO | • Project Planning |
| • CRM Software Proficiency | • Multicultural Awareness |
| • Business Analysis | • Interpretation Services |
| • Supply Chain Management | • Communication and Negotiation |
| • Data research & AI Proficiency | • Cross-functional Collaboration |

REFERENCES

References are available upon request. Kindly notify me in advance to ensure their availability. Best regards!

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