



## Contact

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📍 Tan Phu Dist, HCM City

## expertise

- Branding
- Marketing Strategy
- ROI Calculations

# HOÀNG MỸ

## Key Account Management

### WORK EXPERIENCE

2021 - 2023

#### KEY ACCOUNT SPECIALIST

Pharmacy company

- Collaborate with other relevant functions to develop strategies that drive the Premium brand vision and objectives
- Manage and track project budgets to ensure effective deployment and spend in line with budget
- Collaborate with teams to build processes on operation, Finance, warehousing, packaging, logistics
- Create a promotion plan and forecast stock to ensure the set KPI for each month, quarter, year
- Collaborate with the Marketing team to analyze run the most effective campaigns such as: SEO, FB, Feed, CEM, zalo Broadcast
- Come up idea and brief SIS, banners and thumbnails for designers, UI/UX team
- Work with KAM of exchanges (Lazada, shopee, tiki) to register for campaign, Flash sale, freeship program, affiliate marketing
- Set up promotions, register for campaign portals and design sis, thumbnail on Lazada, Shopee, Tiki
- Support upload sku, create lorikeet, product images. Use data SEO to optimize the product
- Respond to customers via Seller Chat, assist in handling customer complaints about products.

2019 - 2021

#### KEY ACCOUNT MANAGEMENT

Lazada Group

- Support Premium business teams to align their strategies and executions to the brand
- Action plan drive traffic and revenue: track and incubated brand promotion / brand campaign activities to seller. Along with that push sale on social media including promoting on different channels (Facebook, Zalo, SEM, email marketing, website, Youtube,...)
- Make a long-term, short term plan with the brand to ensure consistency, clear growth with brand principles
- Assist in troubleshooting seller-related problems and providing actionable proactive solution to potential issues.
- Creat products for major brands such as Levi's, Tommy Hilfiger, Calvin Klein, Mother Care, Dockers, AHC
- Support warehouse, shipping unit, the most convenient way to pick up goods for the seller and decor shop in shop
- Support shopkeeper to creat a booth