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Top Skills

Digital Marketing Strategy
Omnichannel Marketing
Influencer Marketing

Languages

English (Native or Bilingual)
Vietnamese (Elementary)

Andrew Nguyễn

E-commerce Project Manager at Richfield Worldwide JSC
Ho Chi Minh City, Vietnam

Summary

I'm a pro-active, confident and can be assisted in the process of improvement, management and collaborative projects in real and tangible differences to the success of the business. Can be work with high level decision making groups, HR department and Event department. Determined wonderful team working, communication and organization skills together with strong commitment and enthusiasm.

Experience

Richfield Worldwide JCS
Ecommerce Project Manager
April 2024 - Present (1 year 1 month)
Ho Chi Minh City, Vietnam

Key Responsibilities

- . Develop and implement comprehensive e-commerce business development strategies
- . Manage and optimize performance across digital sales channels
- . Lead end-to-end e-commerce project management with international best practices
- . Drive digital transformation initiatives for online business growth

Key Achievements

- . Implemented advanced project management systems, improving team productivity by 30%
- . Developed data-driven analytics frameworks to track and enhance business performance
- . Created agile workflow processes for e-commerce team optimization
- . Established strategic partnerships to expand digital market reach

ACCESSTRADE Vietnam

Ecommerce Lead

February 2022 - March 2024 (2 years 2 months)

Ho Chi Minh City, Vietnam

Strategic Leadership & Performance

- . Successfully managed marketing and sales strategies for top-tier advertisers including Highlands, Shopee, VinFast, and Fahasa.
- . Consistently achieved and exceeded 100 billion VND monthly sales revenue through innovative digital marketing approaches
- . Developed and implemented comprehensive omnichannel marketing strategies across digital platforms

Key Achievements

- . Drove digital marketing performance with strategic collaborations across multiple high-profile brands
- . Increased brand visibility and sales through targeted influencer and KOL marketing campaigns
- . Implemented advanced livestreaming strategies resulting in significant revenue growth and brand engagement

Livestream & Content Marketing

- . Designed and executed comprehensive livestream marketing programs for multiple brands
- . Developed strategic content hooks to maximize livestream success
- . Managed end-to-end livestream operations including:
 - . Product introduction
 - . Stock clearance strategies
 - . Daily livestream content planning
 - . Performance tracking and optimization

Influencer & KOL Management

- . Expertly curated and managed relationships with Key Opinion Leaders (KOLs)
- . Coordinated content creation for video reviews and brand introductions
- . Strategically selected influencers to align with brand objectives and target audiences

Team Development

- . Built and led high-performance e-commerce and digital marketing teams
- . Established robust online and omnichannel marketing frameworks
- Implemented training and development programs to enhance team capabilities

Yamamoto - Gas saving solutions

Marketing Lead

December 2019 - January 2022 (2 years 2 months)

Saigon

- + Working from Dec 2019 to June 2021 as marketing Executive then July 2021 promoted as Marketing lead
- + Working with team for launching the new product on Shopee, Tiki, Laza and Facebook.
- + Learning how to make and edit video clip.
- + Created campaign of sale and running it for 6 months
- + Learning and using tools such as FBads, GGassents, GG shop, Zalo shop, website, ...

Green Life solutions joint stock

Sales Manager

January 2019 - December 2019 (1 year)

Ho Chi Minh City, Vietnam

- + Sharpening the teamwork in different environments.
- + Learning management skill in a team and how operating 2 Fair event.
- + Building new channel of online sale.
- + Reorganized the sales team.

Grill Riverside Restaurant

Project Manager

February 2016 - January 2019 (3 years)

Vietnam

- + Working as Employee from Feb 2016 to Feb 2017.
- + Working as Lead from March 2017 to Dec 2017
- + Working as Project manager from Jan 2018 to Jan 2019
- + Chaperoning all skill that achieved of previous jobs by operating the restaurant efficiently everyday and tracking down all activities.
- + Being active and proficient in all major such as Management, HR, Marketing, PR and Cooking skill and generated more relations in different fields and became skillful in Customer Relations.

- + Problems solving involved into most achievable and cooperating with plenty company such as Table Now, Delivery Now, Foody, Grab Food, Pasgo, Tripadvisor, ...

Starbucks

Barista

August 2014 - April 2015 (9 months)

- + Making a good teamwork in different environments, learning management skill in a team and how operating the coffee shop
- + Paying much attention for running the business such as being flexible in the workplace, satisfy customer and make the best customer service and try to solve the problems by own experiences in the allowable limit, then report to team manager or seek for help on crowded time or exceed the permissible limit.
- + Be a helpful person for flexibility in any position from till, bar or café while needing in crowded time and seek for help for busy position or cheer up the team spirit.

International University, Vietnam National University, Sai Gon-Vietnam

Student Union Collaborator

October 2010 - December 2013 (3 years 3 months)

- + Helping student in giving advice and as the third party between school and student.
- + Operating social and donation event for student

Education

University of the West of England

Bachelor of Arts (BA), Human Resources Management/Personnel Administration, General · (2013 - 2015)

A Au Hospitality

Cooking and Related Culinary Arts, General · (2015 - 2016)

International University, Vietnam National University, Sai Gon-Vietnam

Bachelor of Arts (BA), Business Administration, Management and Operations · (2010 - 2013)