

Lê Minh Toàn Phương

Sale Manager cum Trade Marketing
Coordinator | Male | 03/04/1984



Kinh Nghiệm Làm Việc **8 năm**

Công ty gần đây nhất Sale Manager cum Trade Marketing
Coordinator tại **SINO Corp**

Bằng cấp cao nhất **Thạc Sĩ**

Ngôn ngữ **English - Cao cấp**

Email **sunshinephuong@gmail.com**

Điện thoại **0906960345**

Địa chỉ **Quận 10, Quận 10, Thành phố Hồ Chí Minh**

THÔNG TIN CHUNG

My strong organizational skills, educational background, and ability to work well with people, and know how to win with a well vision for the better future without compromise. I am a business developer with my solid marketing strategy it help me to approach a problem in a multi-dimensional perspective under different solutions.

Building, leading and managing a team of people within an organization is apart of the business. The further clear map, the more measurable goal for what you want. I can give you a very clear and measurable goal for what you want to accomplish objectives within your business.

KỸ NĂNG

- Project Management
- Problem Solving
- B2C Sales
- Communication
- Trade Marketing
- Business Development
- Target Orientation
- Time Management Skill
- Organizational Skill
- Forecasting
- KPI Reports
- Critical Thinking Skill
- Creative Ideas
- Logical Thinking
- Commercial Awareness
- B2B Business
- Market Analysis
- Decision Making Skill
- Object Oriented
- Collaboration
- S.w.o.t Analysis
- Customer Segmentation
- Business Action Plan
- Motivating Other

KINH NGHIỆM LÀM VIỆC

06/2019 - 12/2019

Sale Manager cum Trade Marketing Coordinator

SINO Corp

- Achieving growth and hitting sales targets by successfully managing the sales team.
- To do assess the company's current position under SWOT analysis, and track down reasons for imperfections, variations, defects, or failures with Ishikawa analysis.
- To design and implement the strategic sales plan expanding company's customer base and ensure it's strong presence.
- Developing the digital marketing strategy helping the company to reach a new target in next 3-years.
- Pushing the new product segment to extend the business of the company to be able to reach more target in accordance with 3-years strategic business planning.
- Building and promoting strong, long-lasting customer relationships by partnering with them and understanding their needs.
- To present sales, revenue and expenses reports and realistic forecasts to the management team.

02/2019 - 07/2019

[Freelancer] Business Development for a Vietnam lubricant company

[Freelancer] Vietnam Lubricant Company

- Managing all marketing for the company and activities within the marketing department.
- Take responsibility to strengthen the current market relating to the company product.
- To solve the problem of extending new customer target.
- Be responsible for developing and executing the business strategy, product positioning, P&L, business development and operations.

- Improves existing systems and policies.

09/2017 - 02/2019

Business Development Manager cum Marketing Manager

LYNK Corp

1. B2B (30%-40%)

- To meet and discuss to ensure the consistency in the messaging, branding with look and-feel of goods and marketing collections to potential partners.
- To providing long term market forecasts with trend to assist business development improving the business by extending business model with B2B partners.
- To do comparison competitive analysis our positioning and messaging to the others.
- To work together with our product specialist to compose material of trained professional who care about the quality of products.
- To concern with cost, value and income potential under cooperation among parties.
- Promoting our products and services to partners and building valuable relationships to be able to guarantee lasting clients.
- To execute the marketing strategy as well as supporting the company's business objectives including acquiring new clients through the management of all offline marketing for brand position and awareness.

2. B2C (70%-60%)

- Managing all marketing for the company and activities within the marketing department.
- Establish brand ownership and provide the vision, mission, goals

and strategies to match up to current market potential channel.

- Take responsibility to strengthen the current market relating to our luxury goods including fine jewelry and top brand fashion.
- To solve the problem of extending new customer target and lead the unique position in frame of fine jewelry to continue to be able to recreate the competitive advantage on the jewelry market in Ho Chi Minh City.
- Be responsible for developing and executing the business strategy, product positioning, P&L, business development and operations.
- Resolving the problem from loyal customers no longer unfamiliar with the fine jewelry in our boutique to return to the state of interest and want to find out new product line even though the segment is still at the fine jewelry.
- Undertaking detailed ongoing analysis of marketing campaigns to ensure targets are met and the most important is our customer target not only high income.
- Overseeing the company's marketing budget. To review analyses of activities, costs, operations and forecast data to determine department or division progress toward stated goals and objectives.
- Manages team workloads in order to meet goals and deadlines. To be able to co-ordinate marketing campaigns with sales activities.
- Improves existing systems and policies.

09/2015 - 09/2017

Senior Marketing Communication

Shinryo Corp

- To ensure the consistency in the messaging, branding, content,

and look-and-feel of all internal and external communications and marketing materials.

- Coordinating and socializing with content, creative, and broader organization.
- Develop and execute B2B marketing plans including email campaigns, participation in industry conferences and events, and company's profile updates.
- Especially, to be able to provide short and long term market forecasts with report and trend to assist business development improving the business under extending sector B2B clients.
- To plan at first the way of multichannel strategy to long-term development of the company as such website and some of clips illustrating new technologies in term of M&E activity.

04/2014 - 05/2015

[Part-time: 4,5 hrs per day within 3-day working week] Senior Executive Loyalty Marketing Strategy

Công ty Dược phẩm Phong Phú

- Working together with Marketing team to create test and learning campaigns to gain better understanding of customer behavior. Doing the analysis from the loyalty programme. Then incorporate with strategies based on the analysis of the income.
- To work with the Marketing creating activities that apply personalized messaging and integrate analytic, member preferences and knowledge of customer life cycle.
- Developing strategies for acquisition of new loyalty customer and engagement of current client.
- To do research and recommend future loyalty programme developments.

01/2010 - 12/2013

Chief of Planning Department cum Marketing Manager

Tin Thanh Co.,Ltd

The group has one factory is in Quang Nam - Da Nang, and another is in Bac Ninh:

>> Chief of Planning:

- To be in charge of planning to extend packaging market share at the both sites;
- Developing tactics and cooperate with Finance and Accounting Department in order to recommend suitable strategies for development in accordance with new requirements of the Board of Directors of the group;
- To develop processes of product quality control for the whole system;
- To build up indicators in order to evaluate sale and market expansion to the both sites;
- To validate budget estimate for producing in each month and quarter to each subsidiary;
- To be responsibility to looking for new suppliers for each of factory;
- To deal with suppliers in order to keep track manufacturing process (quality; price; time delivery; liabilities) for supply chain within the both sites;
- To evaluate a report on the effectiveness of manufacturing activity in month and quarter;
- Coordinating with Finance and Accounting Department in order to check up revenue and liabilities;
- To make employee performance appraisals.

>> Marketing Manager:

- Meeting with clients to do marketing our quality products as well as developing the network to apply to promotions aspect of business.
- To keep our marketing brand to our partners in charge of communicating with clients to set-up some of events displaying our products and proving its quality.
- Paying close attention to clients needs to tailor services or promotion to those needs.
- To collaborate with the President in executing the marketing strategy and external branding as well as supporting the company's business objectives including acquiring new clients through the management of all offline marketing for brand position and awareness.

HỌC VẤN

10/2009 - 08/2011

Master Degree

Thạc Sĩ - Solvay Brussels School

During the course of my MBA studies, I came to the conclusion that object-oriented thinking is one of the most important thing for me throughout my career.

Selected as lead developer at the Project Department, I convinced my boss to permit me to initiate collaboration with our Hong Kong counterparts and persuaded a senior colleague in there that working with us would benefit his project trully.

When I first got the mission, I knew that working with Hong Kong partner could add significant insight to our development. A history of "must be" solution collaborations by one Senior Marketing Manager made my boss reluctant to approve a project with the risky plan. To my turn, I convinced him to do focusing on his portfolio, and picking the "egg" up to consider this is the "unique egg" chasing until get the final result. My professor, Mr. Baeyens Pierre, told my team at the class that we cannot follow the plan so-called "to do and see the outcome then". The outcome absolutely at that time is failure due to "no choice" idea.

To choose the way and to chase it until the result is finalized instead of following the "no choice" solution. There will be always has a solution for you to proceed and analyze it under angles that is to build appropriate alternatives rather than be passive to wait for the incident.

Be active in thinking and be object-oriented these need to be addressed.

Bachelor of Information Technology

Cử nhân - University of Information Technology

THÔNG TIN THAM KHẢO

Nghĩa Trần

HR Manager tại SINO Corp

nghia.tran@sinoautoid.com.vn | 0909222375

Trần Thanh Hoàng

Director tại Lynk Corp

jewelry@lynk.vn | 0989158751