

# Curriculum Vitae

Picture

## PHAM THI THUY HUONG

**CAREER OBJECTIVE:**  
**SALES/TRADE MARKETING FIELD**

### PERSONAL DETAIL

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Date of birth: 09/03/2000      Place of birth: Quang Ngai  
Address:  
Mobile:  
Email:  
Health:  
Marital Status:

### SUMMARY OF QUALIFICATIONS

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“**Key Account Management**” by ISM Center  
“**Trade & Shopper Marketing**” by ISM Center  
“**Project Management**” by G&H Training  
“**Building Brand Leadership**” by Institute of Applied Marketing (IAM)  
“**Merchandising**” by GLOBAL TEAM International Marketing Consultant

### EDUCATION

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2004 – 2008

+ Degree: **Bachelor of Economics**.

+ Major : **Marketing Administration** – University of Economics HCMC

2009 ToEIC 900

Van Minh Language Centre

### RELEVANT EMPLOYMENT

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Nov 2009 – Present: **SAVIET COMPANY**

+ Position: **Sales Manager**

Develop Go-to-market plan for GT & MT channels (sales model, distribution model, merchandising strategy, pricing strategy, prioritized portfolio by channel, measurable KPIs ...) base on brand positioning, target audience, adjacency category and shopper behaviour.

Start-up distributor selection from beginning to the end (screening, evaluates, call bidding, negotiate commercial terms, setting and align KPIs ...)

Develop and amplify supporting tools for trade: promotion, POSM, sell presenter, handling objection tool, incentive scheme & respective execution guideline.

**+ Key Achievement:**

**Total turnover of Sunny category in 2010 grow 26% vs last year.**

**Team Contribution Award for reaching high result vs. target.**

March 2008 – Oct 2009: **UUC. COMPANY**

**+ Position: Sale Manager**

Define growth opportunity of Oral Care Category in Vietnam via 4 angles: portfolio, channels, merchandising and promotion with support from internal data and market research data (Retail Audit, Gain & loss, U&A, Shopper behaviour...)

Propose sales target from building volume forecast with impact of promotion, seasonality and Marketing campaign.

Manage performance of Oral Care Category: channels conflicts, performance by brand by channels, budget ...

Develop and deploy supporting tools for trade from understanding retail, shopper and salesmen insight: promotion, POSM, selling tools, handling objection tools, etc. ...

Partly develop Integrated Category Building Plan with key role of Trade part via 4 steps: Category and Channel Audit, National Category Building plan, Jobs to be Done and Trade Category Plan.

**+ Key Achievement:**

**Total turnover of Hahah category in 2008 grow 26% vs last year.**

**Team Contribution Award for reaching high result vs. target.**

## **OTHER SKILLS**

<b>Computing</b>	<b>Soft Skill</b>	<b>Foreign Language</b>	<b>Sale – Marketing knowledge</b>
+ Typing : 60 wpm + Expert in Microsoft Office (Word, Excel, Power Point)	+ Time management + Problem solving + Presentation + Leadership	<b>English:</b> + Communicating: Fluently + Writing : Good	<b>Marketing:</b> + Marketing Foundation + Customer Marketing Foundation. + Integrated Building Plan <b>Sale:</b> + Field Sale Customer Management + Train The Trainer + Sales Fundamental

## **SOCIAL ACTIVITIES**

2004 – 2006: **Deputy Secretary of Youth Union in University of Economics HCMC.**

**Achievement:** Certificate of Merit of Central Committee of the HCM Communist Youth Union.

2004 – 2005: **Team leader of “Green Summer Campaign”.**

**Achievement:**

Certificate of Merit of HCMC Youth Union.

Certificate Excellent Leader of Student Association of HCMC

## **HOBBIES AND PERSONALITY**

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Having inquiring, creative and humorous mind & love to join social activities & community.

Dynamic, enthusiasm, enterprising and having sense of responsibility & good at leadership and team work.

Strong analytical thinking.

## **STRENGTH AND WEAKNESS**

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**Strengths:** Good in data screening, opportunity finding and problem solving.

**Weakness:** Straight forward communication.

## **REFERENCES**

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