

## PROFESSIONAL SUMMARY

Results-oriented account management with 9+ years of experience in driving business growth and partnerships across e-commerce, advertising, travel tech, and mobility. Demonstrated expertise in leading portfolio growth strategy, developing initiatives, and delivering measurable impact.

## RELEVANT EXPERIENCE

### TDCX Singapore - Meta Advertising Solutions (Vietnam Market)

#### Advertising Sales Specialist

Dec 2025 - Now

- Managed 100+ business accounts across Fashion, Beauty, and Home & Living, driving their growth through digital advertising, including brands (monthly budget 150-600M) and agencies (monthly budget from 2B)
- Identified revenue expansion opportunities and drove incremental advertising investment through data-driven business consulting, performance optimization, and strategic account development. Excelling in budget allocation, promotional planning, pricing strategies, seasonal campaigns, and customer acquisition initiatives to maximize business growth.
- Analyzed campaign performance and business KPIs, including ROAS, CPA, CTR, Conversion Rate, and Customer Acquisition Cost to identify growth opportunities and improve advertising effectiveness.
- Utilized AI-powered productivity tools, advanced Excel, and Google Sheets to streamline reporting, automate analysis, improve operational efficiency, and deliver data-driven recommendations at scale.
- Consistently ranked among the Top 5 performers in Vietnam, the largest APAC market, among 20 local specialists and 200+ regional consultants.

### Xanh SM - Vietnam's first all-EV fleet ride-hailing platform

#### Partnerships Manager

Sep 2023 - Aug 2024

- Shaped and executed partnership and monetization strategies and contributed to Xanh SM's impressive growth, expanding across 35+ provinces in Vietnam, launching 12+ services, and forming 40+ partnerships, resulting in a monthly growth rate of 30-40%.
- Led initiatives across loyalty and retention programs, in-app monetization features, and advertising solutions.
- Applied data to assess partnership value, forecast impact, and refine strategy execution to maximize effectiveness.
- Forged strategic alliances with payment providers (Visa, ACB, VIB, etc), OTAs (Vinpearl, Klook, Traveloka, KKday, etc), digital gifting platforms (Urbox, Sodexo, Got It, Giftee, Utop), and service providers (Hoàn Mỹ group, Viettel, Golden Gate, Air Asia, Eva Air, etc.)
- Drove go-to-market and onboarding plans for new partners, ensuring seamless integration and mutual value delivery.

### AGODA Vietnam - Top 3 OTA platform globally

#### Account Manager – B2B channel

Aug 2022 - Sep 2023

- Managed and developed growth strategies for a large portfolio of 100+ travel partners in Vietnam by acquiring and onboarding partners on the B2B channel, listing inventories with competitive pricing, and maintaining a healthy supply.
- Diagnosed irregular performance trends and implemented timely, data-driven solutions to maintain portfolio health and business continuity, consistently achieving or surpassing quarterly targets across portfolio growth, prepaid deals, campaign performance, and partner engagement.
- Delivered performance insights and consultative recommendations to partners to improve visibility, distribution, and conversion
- Collaborated with cross-functional teams to execute regional campaigns and ensure fulfillment of key KPIs.
- Generated insights and proposed experiments to boost performance and design scalable solutions for middle- and lower-tier partners.

### Wolf Solutions - The 1st Premium Partner of Zoho in SEA 2022

#### Key Account Manager - SEA

Aug 2021 - Jul 2022

- Identified and engaged enterprise clients, tailoring digital transformation roadmaps through needs assessments and process analytics.
- Designed and presented customized demo environments, coordinated proofs of concept, and supported partner onboarding.
- Led a cross-functional team in designing a solution for a "build-from-scratch" Buy Now, Pay Later platform—the company's first end-to-end project.
- Collaborated with product and technical teams to build showcases, API integrations, and feature extensions aligned with client workflows.
- Secured 11 signed clients with a total deal value exceeding \$700K, contributing to Wolf's elevation to Zoho Premium Partner status—the highest tier in Southeast Asia.

### C.P. Group - Integrated agro-industrial and food business in Thailand and Vietnam

#### New Business Development Lead, Thailand & Vietnam

Jul 2019 - Aug 2021

- Built and launched a new vegetarian brand; owned planning, go-to-market strategy, and P&L oversight.
- Conducted feasibility studies, managed multi-phase project execution, and oversaw marketing and communication campaigns.
- Developed business plans and growth projections grounded in financial and market data.

### HSBC Vietnam

#### Customer Service Assistant, Retail Banking

Aug 2015 - Mar 2017

- Delivered front-line customer service while identifying cross-sell opportunities for financial products.
- Managed clients with early delinquent debt and provided tailored support plans.

## EDUCATION & CERTIFICATIONS

BSc Finance & Banking, HCMU of Industry and Trade, Oct 2011 - Apr 2015, GPA: 3.4/4

Agoda - Strategic Account Management

Meta - Digital Marketing Associate

## SKILLS

Business Strategy & Portfolio Growth

Project Management & Campaign Execution

Cross-functional Leadership

Problem-solving and adaptability

Data Analytics & Insights

Strategic Partnerships & Stakeholder Engagement

Analytical and strategic thinking

Team-oriented, motivated, and proactive