

HELEN LE

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🏠 Singapore

Sales leader with a strong foundation in digital advertising and direct client management, combining hands-on experience in sales execution with a proven ability to lead and grow high-performing teams. Experienced in consulting sales, coaching and stakeholder management, and cross-functional collaboration across fast-paced, data-driven environments.

PROFESSIONAL EXPERIENCE

Sales Manager

TDCX (SG) PTE. LTD.

Singapore

09/2024 – Present

- Lead a team of 10 account managers across Vietnam and English-speaking SEA markets, driving a \$40M quarterly portfolio through market-level strategy, focused coaching, selective co-pitching, and strong product knowledge enablement.
- Deliver strategic insights and weekly business reviews to Meta (client) stakeholders to drive KPI alignment and performance, while fostering a high-performing internal team culture focused on ownership, development, and long-term client value.
 - *Key Achievements:*
- Transformed the team from lowest-performing in the region to #1 within one quarter, overachieving both productivity and revenue targets in Q1 and Q2 2025.

Account Manager

TDCX (SG) PTE. LTD.

Singapore

09/2020 – 08/2024

- Manage a \$5M SMB portfolio in Vietnam across key verticals, driving adoption and performance of Meta's solutions through strategic planning, data-led optimization, and strong client partnerships.
- Expand the book of business through targeted prospecting and consultative selling, while leveraging Tableau and CRM insights to guide client decisions and pipeline health.
- Collaborate cross-functionally to resolve advertiser challenges and streamline operations, and serve as the team's ad policy lead, delivering ongoing policy training.
 - *Key Achievements:*
- Awarded Employee of the Year (2022) for delivering the top sales performance and driving exceptional client results across the SMB segment.
- Earned the Heavy Hitter Award (Top 5% out of 800+ colleagues) for consistent, year-long revenue overachievement in 2022.

Finance Administrator

IBM GLOBAL DELIVERY CENTER MALAYSIA SDN. BHD.

Malaysia

10/2018 – 01/2020

- Consulted clients in Vietnam on finance process improvements, designing tailored service level agreements to enhance efficiency, accountability, and service delivery.
- Advised clients on optimizing their procure-to-pay cycle by strengthening vendor management practices, leading to reduced error rates and streamlined finance operations.

Content Moderator

MANPOWER BUSINESS SOLUTIONS (M) SDN. BHD.

Malaysia

08/2017 – 08/2018

- Implemented an outsourced support model for Facebook, overseeing content moderation strategy to uphold a safe and secure online environment for Vietnamese users.
- Collaborated with internal stakeholders to identify workflow enhancements and proactively proposed solutions to the direct manager.

EDUCATION

University of Economics – The University Da Nang
Bachelor's degree

2013-2017

PROFESSIONAL CERTIFICATES

Facebook Certified Media Buying Professional

11/2021

SKILLS & INTERESTS

Professional skills: Consulting sales, Leadership, Coaching, Digital marketing, Account management.

Language: Vietnamese, English | *Interests:* Cooking, DIY.