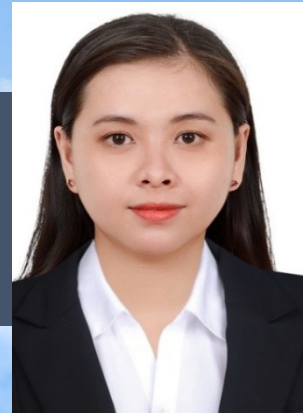


ĐIỀN THỊ TUYẾT NHUNG

148/17 Lý Chính Thắng Str., Dist. 3 • Ho Chi Minh City

Phone: 0985.772.001 • Email: dienthituyetnhung@gmail.com

Date of birth: Oct 23, 1987



SALES OPERATION LEADER

Career summary

Experienced professional in Sales Operations Management in FMCG (10 years) and Hospitality industries. Skilled in sales operation with expertise in business analytics, ERP systems, and SOP implementation to streamline operations and manage diverse portfolios.

Key skill

Open, adaptable, self-motivated, and hardworking with integrity and strong responsibility. Skilled in teamwork, leadership, problem-solving, communication, and time management.

Experience

Nov 2023 – Dec 2024

Senior Sales Operation Executive - *America Indochina Management Vietnam Limited Company*

- Client Management: Streamlined onboarding, contract management for current and new clients
- Account Support & Analysis: Handled renewals, pricing, and rebates; provided solutions and insights via forecasts and reports to enhance decisions.
- Collaboration & System Management: Coordinated across functions to resolve issues, align strategies, and ensured ERP data accuracy for pricing and rebates.

⇒ **Achievements:** Successfully created and implemented a master client database, effectively managing contract and rebate information that was previously disorganized and scattered across various sources, significantly improving efficiency across all accounts.

July 2014 – Nov 2023

Sales Operation Leader - *International Minh Viet Joint Stock Company*

Feb 2021 – Nov 2023: Sales Operation Leader

- Develop dashboards for tracking commissions, business target and collaborate with departments to resolve operational issues.

- Lead nationwide sales admin team in sales operation, supported business planning, and maintain commission data.
- ⇒ **Achievement:** Secured full commission policy for the sales team under the pressure achieve target of 10 brands, reformed processes and trained branch admins to improve efficiency in support ASM, reach sales achievement.

July 2017 – Feb 2021: Sales Admin Supervisor

- Key contributor to ERP implementation for trading and sales teams.
- Consolidated reports for FMCG (5 brands), cosmetics and commission policies
- Collaborated with CFO on distributor support solutions.
- Oversaw ISO certification
- ⇒ **Achievement:** optimized ERP input to reduce 40-50% processing time. Simplified ISO SOPs as well as process management so lead to increase sales revenue by 120% despite the covid pandemic.

Jun 2014 – July 2017: Sales Admin Officer

- Weekly and monthly consolidated business sales reports - FMCG category (1 brand)
- Manage nationwide sales commissions, control distributor contracts .
- ⇒ **Achievement:** Optimized nationwide reporting process, cutting completion time by 70%

Jun 2009 – July 2014

Customer service and Administrative Sales support – ACP Company Limited

Education

- University of Economic, HCM City: Bachelor of Business Administration (Y2012)
- Gmartek Center: Business Intelligence (Y2023)
- Bureau Veritas Vietnam: ISO AUDITOR 9001: 2015 Certificate (Y2019)
- Other certificate related to Communication, Problem solving, English, ...