



# TO YEN NHU

## KEY ACCOUNT ASSOCIATE

As an e-commerce expert with over 3 years of experience, my goal is to leverage advanced digital marketing strategies and data analytics to drive online sales and enhance the customer shopping experience on e-commerce platforms. I aim to contribute to the company's growth by optimizing the online storefront, improving user engagement, and increasing conversion rates through innovative solutions and meticulous performance analytics. In the next 3 years, I hope to develop further as a leader.

## CONTACT

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## EDUCATION

- Bachelor of Business Administration  
**University of Economics HCM (UEH)**  
Good  
2016-2020

## SKILLS

- Microsoft Office
- Data Analysis
- Account Management
- Purchase Order
- Retail
- Problem Solving

## CERTIFICATE

- 2022**  
TOEIC 650- IIG Vietnam
- 2023**  
Data governance best practices
- 2024**  
Accelerating seller growth through seller visit and sales plan Excellence Programme Shopee Live

## EXPERIENCE

### KEY ACCOUNT MANAGER - UNILEVER - Tiktoshop

#### Intrepid Asia

Jun 2024 - Now

- Brand Management | Retail:**
  - Developed strategies to increase NMV and revenue for key accounts through data analysis and market trend identification.
  - Conducted regular business reviews, providing actionable insights to optimize account performance.
  - Ensured all brand/store KPIs were met and coordinated promotional plans with marketing and sales teams.
- Client & Platform Coordination:**
  - Built strong client relationships and ensured high satisfaction by addressing inquiries promptly.
  - Acted as the main liaison between the company and platform partners, coordinating platform-specific initiatives.
- Cross-Functional Collaboration:**
  - Collaborated with internal teams (CX, Ops, GD, Finance) for cohesive account management and coached junior team members.

### KEY ACCOUNT ASSOCIATE - FASHION

#### Shopee VietNam

Dec 2020 - May 2024

- Operations & Program Management:**
  - Managed merchants, set objectives, developed sales strategies, and monitored performance to achieve monthly targets.
  - Incharge programs like Livestream, Freeshipxtra, Voucherxtra, and Marketing solutions.
  - Conducted market and customer research, performance measurement, and campaign planning.
  - Collaborated with cross-functional teams for alignment and optimization.
  - Regularly reported updates to management and supported team development.
- Achievements:**
  - Consistently high performance over the last 3 quarters.
  - Top team member with the highest ado uplift (+30%) and GMV uplift (+20%) in January.
  - Exceeded Marketing Solution package sales targets for the last 2 quarters of 2023.
  - Developed a performance tracker that reduced BD workload, allowing more focus on seller targets.

### OPERATION ASSOCIATE

#### GiaoHangNhanh (GHN)

Jan 2018 - Oct 2019

- Operations:**
  - Develop new customers through searching and building relationships with SME, corporate and business customers in the area under your management
  - Develop and trade appropriate pricing policies for each customer group
  - Coordinate with customer care, mail, and operations departments to resolve problems and ensure customer service quality satisfaction
- Achievements:**
  - Contribute branch 128 Dong Nai, increased 20% GMV with MoM in 2019 when selling service packages to 4 Big shops in District 10 area.