




NGUYỄN TRƯỜNG GIANG

E-COMMERCE & MARKETING MANAGER

CONTACT INFORMATION

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INTRODUCTION

My name is Nguyen Truong Giang, I'm 33 years old. I'm married and we have a 5 years old son. We are living in Binh Son, Long Thanh, Dong Nai.

I started my career in the E-commerce business as a partner of Tronsmart back in 2017 and then I became a full time employee from March 2018 to May 2019 as Digital Marketing Manager for the Vietnam market.

Then from July 2019, I started to work with NDTL (Anker, UAG exclusive distributor) as Assistant Director, my duty was to help Mr. Lam - Director of NDTL to handle the E-commerce business for Anker, UAG on Lazada / Shopee / Tiki / Sendo e-commerce platform.

From August 2020, I worked for AZ-Tek (Ugreen exclusive distributor) as Ecommerce & Marketing manager, I led a team of Designer / Marketing and Customer Service to run e-commerce for Ugreen / Tronsmart / Yoobao.

As an enthusiastic person, I'm willing to learn new things, new technologies and willing to work anytime, anywhere to get the job done!

My hobbies are photography and taking short video reviews of affordable gadgets when I have free time.

For more details of my experiences, please check out the next pages of this document.

MY PERSONAL

- **Full name:** Nguyen Truong Giang
- **Place of birth:** Dong Nai
- **Date of birth:** October 12th, 1988
- **Weight:** 60kg
- **Height:** 165cm
- **Bloodtype:** A+
- **Marriage status:** Married
- **Children:** 1 Male (5 years old)



MY EDUCATION



BACHELOR OF BUSINESS ADMINISTRATION
LAC HONG UNIVERSITY

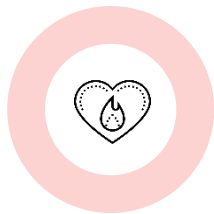


INTERMEDIATE OF IT TECHNICIAN
UNIVERSITY OF INFORMATION TECHNOLOGY

MY SKILLS



PROACTIVITY



ENTHUSIASM



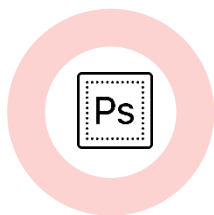
ANALYTICS



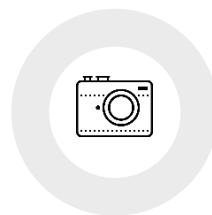
E-COMMERCE



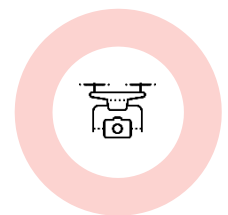
MS OFFICE



PHOTOSHOP



PHOTOGRAPHY



DRONES

MY EXPERIENCES



ZACOM VIETNAM

E-COMMERCE & MARKETING MANAGER

Zacom is a sub-company of Az-Tek - Ugreen exclusive distributor in Vietnam. They also distribute other brands, such as: Tronsmart, Yoobao, Fantech, Edifier, Divi. The products are computer accessories, mobile phone accessories, bluetooth speaker, TWS earphones and gaming gears.

📍 Phu Nhuan, HCM 🕒 Aug 2020 - Mar 2021

Retail E-commerce: (Brands in charge: Ugreen, Tronsmart, Yoobao)

- Lead inhouse teams (Designer, Digital Marketing, Customer Service) to operate and expand the company E-commerce business on Lazada, Shopee, Sendo, Tiki, official website, social platforms...
- Work with the board of directors to do market analysis, find the new brands for the company to distribute.
- Work with the warehouse department to fulfill stocks. Forecast stocks and order from China, transfer stocks between HN and HCM warehouses to ensure enough stocks for the ecommerce platform.

B2B Business:

- Work with brands headquarter to make a price list for local dealers level 1 and level 2.

Achievements:

- Revenue uplifted 200% in 2020 for Ugreen brand versus 2019.
- Completely change brand awareness of E-commerce business for: Ugreen, Tronsmart, Yoobao.
- Adapted new brands to distribute and open official stores on Lazada, Shopee: Divi, Edifier, TopK.

Reason for leaving:

- Company policy changed and I saw that I was no longer fit.

MY EXPERIENCES



NDTL TECHNOLOGY

ASSISTANT DIRECTOR / E-COMMERCE EXECUTIVE

NDTL is Anker exclusive distributor in Vietnam, Anker is the most popular mobile phone accessories in the world. NDTL is also an exclusive distributor of UAG, the products are mobile phone / tablet / laptop protection solution.

📍 Tan Binh, HCM 🕒 Jul 2019 – Jul 2020

Operate E-commerce Business:

- Work with Anker HQ and Ecommerce Platform: Lazada / Shopee / Tiki / Sendo to do sales and marketing campaigns.
- Work with Ecommerce Platform: Lazada / Shopee / Tiki / Sendo to do sales and marketing campaigns.
- Do product analytics and make strategy for new products.

Set up new brand in E-commerce:

- Work with the design team to set up the new brand shop in Lazada, Shopee: Eufy (Sub brand of Anker – Home appliance) and UAG.
- Optimize product display, product title, product content and Shop in shop landing page.

Achievements:

- I learnt from the best mobile accessories brand in Viet Nam – Anker. We always lead the GMV in E-commerce platforms most of the time.
- Open new E-commerce for UAG: Website, Lazada official store, Shopee official store.

Reason for leaving:

- I accepted the invitation of Az-Tek CEO to lead their E-commerce Business.

MY EXPERIENCES



TRONSMART

MARKETING MANAGER

Tronsmart is an international brand, their products are mobile phone accessories, bluetooth speaker, TWS earphone, gaming gears. I worked as partner from August 2017 and full time from March 2018.

📍 Tan Binh, HCM 🕒 Aug 2017 – May 2019

- **Online marketing:** For the online marketing strategy, I would find as much as Key Opinion Leader as possible, they will do review for Tronsmart products (Bluetooth Speaker, Bluetooth headphones, Phone Chargers, Premium cable), the KOL will publish the review on their Youtube/Facebook channels, the more viewers the more customers we will have.
- **Offline marketing:** Make offline events for Tronsmart users meeting, we also gave gifts for the attendees who came to the event. Visit offline stores to check if they put our products on their shelf and people can easily see them. Go with the exclusive distributor to deal with more stores as Tronsmart will also do marketing activities for the distributor and dealers (stores), we also provide: Banner, Banner stand, brand bag (with Luis Suarez picture as he is Tronsmart brand ambassador)...
- **Market analytics:** I was doing market analytics quarterly to see what Tronsmart achieved, what would we need to do to improve. I was also doing analytics on our competitors (Aukey, Energizer, Anker, Hoco, Remax...) to see what they did, compare us and have a better strategy for the next quarter.

Achievements:

- Held 2 events for Tronsmart in Viet Nam. Tronsmart brand awareness was increased, distributor sales for the first year was \$600.000 USD.

Reason for leaving:

- Company policy changed and I saw that I was no longer fit.

OLDER EXPERIENCES



CHANGSHIN / DTA / FREELANCER

MY EXPERIENCES FROM EVEN MORE COMPANIES

I worked for Dat Tam An company as Store Manager from 2011 right after I graduated from University. I joined the Army in Jan 2013 and finished Jan 2015. I continued to work with DTA until September 2016, I started to work for Changshin Vietnam as Lean Manufacturing staff.

📍 Bien Hoa & Long Thanh, Dong Nai 🕒 Sep 2011 – Feb 2018

Lean Manufacturing at Changshin Vietnam 🕒 Sep 2016 – Feb 2018

- Work with Nike consultant (Mr. Charles Robinson) and Factory Managers to implement Lean theory into Changshin Vietnam Long Thanh Factory.
- **Achievements:** I learnt a lot of great things from Mr. Charles Robinson and his books.
- **Reason for Leaving:** Accepted to work full time for Tronsmart.

Store Manager at Dat Tam An 🕒 Sep 2011 – Sep 2016

- Take care of store operation: Office stationery distributor and retail sales for students around the company (Dong Nai University, Tran Bien Highschool, Luong The Vinh Highschool).
- Online security services and B2B service: I also lead a team to sell online security services and provide IT services for other companies (Printer ink refill, PC maintaining...)
- **Achievements:** Manage people and a small company.
- **Reason for Leaving:** Moved back to my hometown because we had a new baby boy.

Freelancer & Hobbies

- I usually take product pictures and write review about them on a Techs Review website at: <https://techs.review>



THANK YOU
FOR READING
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