



NGUYEN DINH LAM

Proactive - Passionate - Positive

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Experiences:

Apr 2016 - Apr 2017

Google Partners - Agency Account Strategist Google Malaysia Sdn Bhd | Kuala Lumpur, Malaysia

Main Duties:

- ❑ Work with Digital Agencies (SMB Segment) in Vietnam for developing Google Adwords business as a Google's representative
- ❑ Introduce and acquire potential customers to online advertising platform
- ❑ Secure new Adwords customers by presenting online marketing solutions
- ❑ Develop and manage incoming opportunities in line with sales strategies
- ❑ Persuade customers to maximize their usage in online marketing
- ❑ Deliver on revenue and sales targets

Achievement

- ❑ Strong knowledge of Google Adwords and other online marketing products
- ❑ Strong planning, organizational skills, communication and negotiation skills
- ❑ Relationship management skills

Mar 2015 - Apr 2016

Channel Sales Representative Lenovo Vietnam | Ho Chi Minh City, Vietnam

Main Duties:

- ❑ F2F Sales for Lenovo: Sales, Business Development, Partnership
- ❑ Works on Assigned targeted accounts, managing total sales, rebate plan and customer satisfaction.
- ❑ Develop and manage incoming opportunities in line with sales strategies
- ❑ Develop and drive sales strategies at account level.
- ❑ Create and close up-selling and cross-selling opportunities
- ❑ Generate and deliver promotion programs for partners to boost sales

Achievement

- ❑ Strong planning and organizational skills
- ❑ Strong communication and negotiation skills
- ❑ Relationship management skills

Jan 2014 - Mar 2015

Key Account Manager

Lazada Vietnam | Ho Chi Minh City, Vietnam

Jun 2014 - Mar 2015

Main Duties:

- ❑ Establish strong relations with sellers and support their performance, as their main contact point
- ❑ Coach sellers on competitive pricing
- ❑ Suggest promotions to sellers, sell marketing services, organize these campaigns internally
- ❑ Build weekly marketing plan, contribute determining which products/subcategories will be promoted on website and through all marketing channels (Newsletters, Facebook, Display...etc)
- ❑ Deal with seller for the best price/promotion supports base on campaigns

Achievement

- ❑ Good understanding of the dynamics and economics of the online market and a strong understanding of current concepts, strategy and best practice
- ❑ Strong foundation of aggregating, analyzing and reporting core performance metrics
- ❑ Strong communication and negotiation skill

Jan 2014 - Jun 2014

Assistant Category Manager

Lazada Vietnam | Ho Chi Minh City, Vietnam

Main Duties

- ❑ Support Category Manager for pitching new sellers
- ❑ Work closely with sellers for price negotiations & product line-up
- ❑ Suggest promotion programs to boost sales
- ❑ Support manager for analyzing and forecasting market trends to build business strategies
- ❑ Take care of some small accounts & maintain relationships with merchants.

Education:

2010 - 2014

University of Economics Ho Chi Minh City

Bachelor's Degree in Economics | Vietnam

Major: International Business

Degree classification: Good

References:

Google Malaysia
Lenovo Vietnam
Lazada Vietnam

Johny Tran | Agency Development Manager | johny.tr@google.com |
Melissa Nguyen | Channel Sales Manager | tnguyen7@lenovo.com |
Duc Do | Category Manager | ducdo@lazada.vn |