

Can Trinh

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EDUCATION

- University of Tennessee** *Aug. 2018 - Now/Tennessee, U.S.A*
Doctoral Student in Business Administration
Major: Marketing
- International University of Japan.** *Sept. 2010 - Jun. 2012/Niigata, Japan*
MBA
Concentration: Finance
- Foreign Trade University** *Sept. 2003 - Jan. 2008/Ho Chi Minh, Vietnam*
Bachelor of Arts in Economics

EXPERIENCE

Prior Industry Experience:

Dang Khanh Commercial & Services Co. Ltd

Bien Hoa City, Vietnam

Marketing Manager (Oct. 2017 - May. 2018)

Responsibilities:

- Managed the development and implementation of the company's marketing plan, budget and marketing KPIs.

House Foods Vietnam

Ho Chi Minh City, Vietnam

Marketing Manager (Aug. 2013 - Sep. 2017)

Responsibilities:

- Marketing & Sales Promotion Planning & Control:
 - Developed annual marketing plan & sales promotion plan to help achieve company's master annual operation targets.
 - Responsible for implementing and managing marketing & promotion activities as planned, including promotion tools, POSM, marketing communication tools, etc.... that were strategic to boosting sales and achieving sales targets.
 - Initiated research needs to investigate consumers' insights & participated in such research projects until final findings were delivered.

- Data Management: Delivered important monthly, daily and ad-hoc reports for BOD so that BOD could make strategic decisions on the operations of the company.
- Internal Support: Organized internal events and activities (monthly sales-marketing meetings, annual team building trips, year-end parties...) that enhance team spirit, communication and mutual understanding.

Saigon Steel Trading Company

Bien Hoa City, Vietnam

Marketing and Sales Associate (Dec. 2012 - May. 2013)

Responsibilities:

- Managed strategic client portfolio to deliver business targets including, but not limited to, identifying customer needs, preparing sales forecast, controlling materials inventory, promoting new products, getting orders and managing credit policy.
- Strictly controlled production and delivery schedule to ensure productivity, quality, and punctual delivery by leading planning, manufacturing, and delivery teams to execute working orders according to customer requests.

OMG Vietnam/ActMedia

Ho Chi Minh City, Vietnam

Client Service Manager (Aug. 2009 - Jul. 2010)

Responsibilities:

- Planned and implemented sales strategy for ActMedia to help achieve Annual Operation Plan as set forth by management.
- Coordinated and led various departments to execute clients' merchandising campaigns successfully.

PepsiCo Vietnam/Marketing

Ho Chi Minh City, Vietnam

Management Trainee/Marketing Executive (Aug.2007 - Jul. 2009)

Responsibilities:

- Managed 02 strategic brands – Body Naturals (Soya Milk) & Tropicana Twister (Juice) to achieve annual operational plan (AOP) KPIs.

HONORS AND AWARDS

- Asian Development Bank's (ADB) scholarship, received from 2010-2012.
- International University of Japan's Special Award for Outstanding Academic Performance (MBA class of 2012), received in 2012.
- British American Tobacco (BAT) Corporation and Saigon Times Magazine Scholarship for Students With Distinctive Academic Performance, received in 2007.
- Vietnam-Japan Cooperation Library (VJCC) Scholarship for Students With Distinctive Academic Performance, received in 2005.
- Ho Chi Minh City Young Entrepreneurs Association Scholarship for Students With Distinctive Academic Performance, received in 2004.