



Nguyen Thi My Dung (Megan)

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Career Goal:

Obtain a position where I can maximize my working experience, management skills to contribute to the company's growth, achieve and exceed corporate's objectives.

WORKING EXPERIENCE

TIME	RESPONSIBILITIES
1 st Sep 2016 to current	<p>CST INDUSTRIES, INC – REPRESENTATIVE OFFICE IN HO CHI MINH CITY, the world's largest provider of modular, factory coated bolted storage tanks. It's headquarters in Lenexa, Kansas. The company has fabrication facilities located in Parsons, Kansas; Winchester, Tennessee; and DeKalb, Illinois</p> <p>Add: HCM Office at Level 3, 28A Phung Khac Khoan Street, Da Kao Ward, District 1.</p> <p>website: www.cstindustries.com</p> <p>Designation: Regional Sales Manager for Vietnam, Malaysia, Myanmar, Thailand, India, Malaysia, Cambodia</p> <p>Reporting Structure: reporting directly to Director of Sales, AP base in Kansas in 2018 to 2019 & Report to Managing Director, Asia Pacific since 2016 to 2018.</p> <ul style="list-style-type: none"> ▪ Developing, execute and manage annual sales plan weekly, monthly, quarterly and annual year. ▪ Developing sales strategy for each territory/ region to achieve corporate's objectives which are market share, sales volume and Channel partner/ OEM/ Direct sales network. ▪ Managing Channel partners/ OEMs/ Direct sales performance weekly/ monthly/ quarterly/ yearly. ▪ Working with all department internationally Proposal/ Project Management/ Technical Department/ Purchasing and Top management. <p>ACHIVEMENTS:</p> <ul style="list-style-type: none"> - Vietnam: Successfully increase sales from 300,000USD/year to a million dollar market. Set up CPs/OEMs/Direct network. - Thailand: from 200,000\$ market to 1-3M/year, Set up a new sale network with channel partner. - Malayisa: Increase sales from 50K to almost 400,000usd/first year. - India: Set up a new Channel partner with 700K – 1M Sales yearly. - Cambodia: Set up new Channel parent with generate 500K – 1M FC in 2021. - Myanmar: Set up new CPs and direct accounts. <p><i>Total sales volume increased from 600,000usd market to 3M\$ market value in 3 years.</i></p>

	<p><i>Excellent relationship with Clients, Channel Partners and OEM account</i></p> <p><i>Ref: Open for Clients/Channel Partners/Direct Account contact call in during/after interview.</i></p>
<p>Jan 2012 to Sep 2-16</p>	<p><i>CST INDUSTRIES, INC – REPRESENTATIVE OFFICE IN HO CHI MINH CITY,</i></p> <p>Designation: Asia Markeing Manager.</p> <p>Reporting Structure: Reporting directly to International Marketing Director, base in Kansas & Managing Director, Asia Pacific.</p> <ul style="list-style-type: none"> ▪ Developing, execute and manage marketing plans and strategies in the region with the budget of 5 digits annual. ▪ Developing and implementing effective communication strategies and marketing campaigns to achieve business objectives such as advertising , customer conferences & networking, Asia industrial exhibition, marketing plans, sales support and customer servicing. ▪ Supporting Regional Sales Manager to work with national and international clients. ▪ Vendor Qualifications, make sure all the marketing literature and company profile for vendor qualifications are all meet the project’s requirements. ▪ Writing public realease and public in the few most trusted Asian Industrial magazines such as Asia water & wastewater magazine, Asian water magazines, Dry Bulk Australiasia magazines. ▪ Liaising with designers and suppliers. ▪ Managing the production and distribution of marketing materials, including brochures, leaflets, e-newsletters, agendas, gifts, DVDs and so forth. ▪ Planning, Organising and attending seminars and networking events in Asia regions such as Singapore, Thailand, Indonesia, Taiwan, Australia, Korea, Myanmar, Malaysia & Philippines. ▪ Maintaining and updating internal databases as well as client database regularly. <p>ACHIVEMENTS:</p> <ul style="list-style-type: none"> - Sucessfully create a well marketing communication line with big players in industrial area in the whole region. - Sucessfully develop the case study book for Asia Pacific region which provide the excellent reference method to clients and Channel Partners. - One of the key team member to bring CST Industries Sales achievement with the increasement by 60%. - Sucessfully in sharing knowledge to finish the book of Proposal Procedure for Proposal department. - Sucessfully in developing and executing the Channel Partner communication plan in Asia Region.
<p>Feb 2011 to Jan 2012</p>	<p><i>CST INDUSTRIES SINGAPORE PTE LTD - Asia head office in Singapore</i></p> <p><i>add: #16-320, 7500A The Plaza, Beach Road, Singapore</i></p> <p><i>website: www.cstindustries.com</i></p> <p>Position: From Administrator to Marketing & Proposal</p> <ul style="list-style-type: none"> • Plan and execute advertising and promotions for CST by working with agencies, vendors and partners on the development and production of marketing materials and platforms for the entity. Analyzing research and market conditions etc, and to continually source for

	<p>alternative and innovative advertising mediums.</p> <ul style="list-style-type: none"> - Maintains good communication with vendors, internal Regional Sales Managers (RSM) and engineering support from Asia and US. - Prepares bid packages and quotation. Transmits all bid information to client. - Ensures that we have the proper coverage on bid day or submission day. - Always double-check all critical work deliverables to minimize mistakes. - Showing solid aspects in evaluating bid specifications and drawings, ensuring that we know everything required to successfully bid and win the project. - Aggressively follow-up with RSM to ensure that bids are received. Excellent work with the Project Management teams to follow-up on technical information needs to provide to client. <p>ACHIVEMENTS:</p> <ul style="list-style-type: none"> - Sucessfully met all the administrator job's requirement within one month and was promoted to be Proposal. - Sucessfully met all the Proposal job's requirement within two months and was promoted to expand my skills to be Marketing & Proposal Executive. - Submits 100% of bids and budgets by the bid deadline. Have done whatever it takes to ensure that bids and proposals are competitive and have the greatest chance of winning. It requires arriving early, staying late, or performing tasks not specifically outlined in the job description.
<p>Apr 2010 to Feb 2011</p>	<p><i>AIBI PTE LTD</i> leading supplier for various products to homes, schools, gyms and institutions which consists of Beauty, Health and Fitness products. The one-stop station to facilitate homes, professional gyms and beauty institutions. AIBI also boasts of the largest retail network in South-East Asia, with agencies in Singapore, Malaysia, Indonesia, Brunei, China, Thailand, and Australia.</p> <p>Add: People's Park Complex (Head Office) #04-22/23/24, 1 Park Road, Singapore 059108</p> <p>website: www.aibifitness.com</p> <p>Position: Marketing executive</p> <ul style="list-style-type: none"> ▪ Supporting the Events & Marketing Manager with administrative functions such as monitoring the status of local/oversea event sell-in goals, part-time staff recruitment, scheduling and training. ▪ Making marketing plan. Planning and estimating marketing budget for year, quarter and month. ▪ Strengthening brand visibility and raising awareness utilizing available research and information tools. ▪ Assisting in the implementation of major local sponsorship programs. ▪ Liaising with oversea agencies on the sale of exhibition booths. ▪ Establishing and maintaining effective working relationships and communication channels with representatives of all types of media, including international and local news services and agencies, to ensure best possible cooperation with the events. ▪ Evaluating customer research, market conditions, competitor data.

- **Languages:** English (Advanced in all four skills listening, speaking, writing & reading),
- **Computer skills:** Proficient in most of MS Office/Access/PowerPoint/Salesforce/ERP portal
- **Key Strengths:**
 - Ability to work under pressure, proactive attitude, well-organized, efficiently time management
 - Able to work on complex tender from initial to order/ contract signing stage.
 - Well Public speech skill/ presentation skill in front of Public, present to almost 1000 audiences include Press, government officers, private and government firms in both Vietnamese and English.
 - Good leadership, communication, presentation skills and business strategy.
 - Mastering of reporting structure to top management through various channels.
 - Willing to business travel.
 - Fast learning capabilities and highly adaptive to a changing environment
 - Highly motivated and result-oriented with high self-expectations
 - Strong analytical skills
 - Excellent inter-personal skills with people of all levels.

EDUCATION

Bachelor of Arts (Hons) Business in Marketing Management

Northumbria University (Singapore Campus)

(Graduated with First Class Honor) - Excellent student award – Northumbria University.

REFERENCES

CST Industries:	Mr Joseph Martin Brennan – Managing Director, Asia Pacific Mr. Greg Henchel – VP, CST Industries Inc
Channel Partners:	Ms. Nui – Stark Innotech Engineer (Thailand) Director of Sales Mr. Tan – Son Ha International JSC (Vietnam) Mr. Nam – Europe Pumps Jsc (Vietnam)
Direct Client:	Mr. Vicent Barret (Project Director, Exyte Vietnam)
AIBI PTE LTD:	Mrs. Pauline Kwek - Marketing Director, Singapore.