

# PHAN THI MY DUNG

## Senior Sales & Marketing Manager

Strategic Growth Leadership | Data-Driven Business Management | Financial & Operational Discipline

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## PROFESSIONAL SUMMARY

Senior Sales & Marketing Manager with over 20 years of leadership experience across Consumer Finance, FMCG, and Retail/F&B systems. Accounting-trained executive with a strong foundation in financial control, operational discipline, and large-scale business management. Proven ability to scale operations, stabilize underperforming businesses, and lead cross-functional teams across Sales, Marketing, Operations, Risk/Credit, and Finance. Known for applying data analytics and AI-enabled reporting to improve decision quality, operational efficiency, and sustainable growth.

## CORE EXPERTISE

### • Strategic Business Growth

Led and scaled business operations across Consumer Finance, FMCG, and franchise retail models with proven growth track record.

### • Data Analysis & Decision Support

Designed and implemented management reporting, KPI dashboards, and performance tracking systems to support data-driven decisions.

### • Financial Operations & Accounting

Strong accounting background supporting accurate reporting, cost control, P&L management, and disciplined financial operations.

### • Cross-Functional Leadership

Worked closely with Sales, Marketing, Operations, Risk/Credit, and Finance teams to align objectives and ensure consistent execution.

### • Market Assessment & Entry Strategy

Validated new market opportunities, assessed commercial viability, and provided strategic recommendations for business expansion.

## CAREER EVOLUTION

### Senior Sales & Marketing Manager

JACCS Vietnam (Japan's Leading Consumer Finance Company)

2011 – Present (14+ years)

- Lead nationwide sales and marketing strategy for consumer finance products across dealer and retail channels.
- Analyze sales performance, customer behavior, and channel effectiveness to guide strategic adjustments.
- Coordinate and manage a multi-channel dealer network with 1000+ partners nationwide.
- Establish and monitor sales KPIs, growth metrics, and operational efficiency indicators.
- Collaborate closely with Operations, Risk/Credit, and Finance to ensure growth with strong quality control.
- Implement AI-powered dashboards that significantly improve reporting efficiency and operational visibility.

### Store Manager & Head of Sales – Flagship Store

LETAM Trade & Service Co., Ltd. (Lee's Coffee & Sandwiches – U.S. Brand)

2008 – 2009

- Managed and operated the first and only flagship store of Lee's Coffee & Sandwiches in Vietnam.
- Oversaw comprehensive store setup and operations with full responsibility for store performance.
- Expanded ready-to-drink product distribution to major supermarket chains (Co.op Mart, Big C, Metro).
- Conducted comprehensive market validation and identified key market insights within the first year.
- Recommended strategic market adjustments based on operational and market findings.

## General Manager – Standard Coffee Shops System

Trung Nguyen Coffee Corporation

2006 – 2008

- Managed 5 company-owned flagship coffee shops serving as model stores for franchise expansion.
- Developed operational standards and training programs later adopted across the franchise system.
- Implemented cost optimization initiatives and operational improvements across all locations.
- Led efficiency and profitability initiatives achieving strong operational performance across managed stores.
- Created financial controls and operational playbooks that became standard across the franchise network.

## Area Manager – Bakery Retail System

KIDO Corporation

2002 – 2005 (Production Accountant | Sales | Deputy Manager | Area Manager)

- Fast-tracked promotion through 3 internal career progressions over 3 years to Area Manager level managing 6 stores.
- Optimized store operations and implemented efficiency improvements across retail locations.
- Applied accounting discipline to enhance profitability and operational control.
- Strengthened operational performance and financial management across the assigned retail region.

## EDUCATION & CREDENTIALS

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- Bachelor of Business Administration (BBA) – University of Economics Ho Chi Minh City | 2003 – 2006
- College Degree – Business Administration – College of Foreign Economic Relations | 1998 – 2001
- Vocational Diploma – Accounting & IT – College of Finance and Accounting IV | 2000 – 2002

## TOOLS & TECHNOLOGIES

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- **Data Analysis & Reporting:** Advanced Excel · Google Sheets · Looker Studio
- **Design & Communication:** Adobe Creative Suite (Photoshop, Illustrator, InDesign) · Canva · CapCut
- **Business Systems:** CRM Platforms · ERP Systems · Sales Management Tools

## LANGUAGES

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- **Vietnamese: Native**
- **English: Professional Working Proficiency (B2–C1)**