

Vivian Ngo

Marketing and Operation Executive | 07362241499 | yennngan35@gmail.com | Newcastle Upon Tyne

PROFILE

With five years of hands-on marketing and operations experience, I specialise in platform management, customer experience, marketplace operations, inventory monitoring, and process optimisation, with a consistent focus on improving efficiency and delivering smooth end-to-end workflows. I'm known for being proactive, reliable, and solution-oriented, with a fast learning curve when adopting new tools and systems.

Fully eligible to work in the UK and available to start immediately.

EDUCATION

NORTHUMBRIA UNIVERSITY Newcastle Upon Tyne, United Kingdom	2024 - 2025
<i>Master in Business and Management (Distinction)</i>	
Foreign Trade University Ho Chi Minh City, Vietnam	2016 - 2020
<i>Bachelor of International Business and Management (Upper Second Class Honours)</i>	

WORKING EXPERIENCE

Marketing and Operations Support (Remote Freelancer)

Discount Garden Statues Ltd | Newcastle upon Tyne, United Kingdom | 2026 – Present

- Supported advertising and monthly ecommerce operations across Etsy, Rackhams and B&Q, resolving listing, order, and content issues to maintain smooth platform performance.
- Implemented social media activity that increased website traffic from social channels by 50%
- Monitored product content accuracy and coordinated updates to ensure consistency across all channels.
- Liaised with business partners and logistics providers to address operational queries and maintain service quality.
- Provided ongoing operational troubleshooting to reduce errors and improve customer experience.

Digital Marketing Specialist / Office Manager

Discount Garden Statues Ltd | Newcastle upon Tyne, United Kingdom | 2025 – 2026

- Led a full ecommerce platform migration from BigCommerce to Shopify, delivered a new website, and onboarded Wayfair and Rackhams marketplaces, contributing an additional 10% in monthly revenue for the company.
- Executed daily ecommerce operations across Shopify, BigCommerce, Amazon, eBay, and B&Q, including stock checking, order management, and product updates to maintain accurate listings and smooth fulfilment.
- Delivered monthly marketing plans across BigCommerce, Amazon, eBay, and B&Q, consistently achieving a 10% year-on-year increase in monthly revenue through coordinated campaigns and channel optimisation.
- Conducted competitor analysis to inform pricing and promotional strategies, improving conversion rates and strengthening category performance.
- Managed search engine optimisation activities, achieving Page 1 rankings for targeted short-tail keywords and maintaining performance through monthly content updates.
- Oversaw social media calendars, paid advertising, and daily content production, ensuring consistent brand visibility and engagement.
- Developed and managed weekly Mailchimp email campaigns, maintaining a 12% open rate and contributing to 120% of quarterly revenue targets through email activity.

Digital Marketing and Customer Service Assistant

Discount Garden Statues Ltd | Newcastle upon Tyne, United Kingdom | 2024 – 2025

- Executed daily ecommerce tasks across BigCommerce, Amazon, eBay, and B&Q, including updating product information, checking stock levels, and supporting order processing to ensure accurate and timely fulfilment.
- Responded to customer enquiries via email, telephone, and ecommerce platforms, ensuring timely and helpful communication.
- Managed Trustpilot reviews, maintaining a positive brand presence through clear and warm responses.
- Designed homepage banners and promotional materials using Canva and CapCut to support marketing campaigns.
- Produced weekly website blogs and press releases to support brand awareness and search engine optimisation.

Freelance Ecommerce Operation Support | Pkbeoshop | Ha Noi, Vietnam | 2023

- Developed and executed comprehensive marketing strategies to increase online visibility and customer acquisition, resulting in a 120% increase in sales within 9 months.
- Managed social media platforms, creating engaging content, running targeted campaigns, and fostering an online community that grew followers by 30%.
- Conducted market research and competitor analysis to identify trends and opportunities, leading to the introduction of new product lines that contributed to a 30% revenue boost.
- Collaborated with cross-functional teams to coordinate product launches, promotions, and events, ensuring seamless execution and maximum impact on customer engagement.
- Utilized analytics tools to measure and analyze campaign performance, extracting insights to refine strategies and improve ROI.

Key Account Manager | Shopee Vietnam | Ho Chi Minh, Vietnam | 2021 - 2023

- Negotiated partnerships with 45 e-commerce sellers, driving monthly investments of \$300 to \$6500 for increased loyalty in the platforms.
- Provided strategic guidance, resulting in 20%-200% monthly growth in orders and gross merchandise value.
- Managed seller operations, optimizing sales strategy and storage.
- Executed Shopee Campaigns, securing deals, promoting Flash sales, and enhancing platform visibility.
- Created and delivered reports, cross-sold to current customers, and ensured program compliance.
- Proactively engaged with merchants, addressing issues and ensuring satisfaction.
- Coordinator of main programs for the Lifestyles team
- Oversaw six diverse programs, including Affiliate Marketing Solution (AMS), New Buyer Exclusive Price (NBEP), and Social Selling Day.
- Achieved a 25% conversion rate for AMS, acquiring over 1000 new customers monthly, and boosting daily orders for SSD vendors by 150% to 400%
- Managed, mentored, and trained team members, developing training programs and step-by-step guidelines.

Global Linked | Ho Chi Minh, Vietnam | Sales Admin | 2020

- Developed a communication plan with clients, build a template for this process and cut down paperwork by 50%.
- Handled all required documents received from clients for the application of Visa L-1A, process includes translating, correcting clerical errors, adjusting if needed, and completing
- Presented reports directly to Board of Directors and lawyers for legal purposes.

SKILLS

- Ecommerce Platforms Management (Bigcommerce, Shopify, Amazon, eBay, B&Q, etsy, Rackhams)
- Email marketing (Mailchimp)
- PPC Campaign Management (Meta, Amazon, eBay, Cirtrus Ads, Etsy)
- SEO, Digital Marketing
- Office 360 (Word, Excel, PowerPoint)
- Graphic Design (Canva, Capcut)