



QUOC PHUONG VU

LOGISTICS, OPERATIONS & MARKET
DEVELOPMENT PROFESSIONAL

CONTACT

+1 (714) 414 6803

vuquocphuong@gmail.com

9702 Bolsa Ave, SPC38
Westminster, CA 92683

EDUCATION

MBA, Business Administration
Hunan Normal University, China
2010-2014

Bachelor's Degree, Construction
Economics
University of Transport and
Communications, Vietnam
2002-2006

LANGUAGES

- Vietnamese - Native
- Chinese - Fluent
- English - Intermediate
working communication

CORE SKILLS

- Logistics operations
- Transportation
coordination
- Warehouse & fulfillment

PROFESSIONAL SUMMARY

Logistics, operations, and market development professional with more than 10 years of experience in transportation, e-commerce fulfillment, warehouse coordination, business operations, ERP-based reporting, and cross-border trade.

Experienced in building teams, training personnel, analyzing data, preparing management reports, improving work processes, and supporting business growth.

Background includes Vietnam-China-U.S. logistics, customer analysis, market research, service pricing, demand forecasting, and multilingual communication across Vietnamese, Chinese, and English-speaking environments.

AREAS OF EXPERTISE

- Logistics & transportation operations
- Warehouse and fulfillment coordination
- ERP / CRM / WMS / TMS reporting
- Market research and competitor analysis
- Forecasting and demand planning
- Pricing strategy and service design
- Team leadership and staff training
- Cross-border business coordination

AREAS OF EXPERTISE

Vietnam Market Development Specialist

S10 Logistics Inc., City of Industry, CA | 2025 - Present

- Analyze ERP, warehouse, transportation, finance, CRM, and marketing data to support business decisions.
- Prepare dashboards, charts, written summaries, and management reports on revenue, inventory, shipping performance, customer data, and campaign results.

- ERP / CRM / WMS / TMS
- Data reports & dashboards
- Market research & analysis
- Forecasting & planning
- Pricing & service design
- Team leadership & training
- Process improvement
- Cross-cultural communication

TECHNICAL SKILLS

- ERP reporting
- CRM data analysis
- WMS/TMS coordination
- Google Forms / surveys
- SEO & digital marketing metrics
- Financial and operational reports

CAPABILITIES

- Build and train teams
- Coordinate across departments
- Analyze data for decisions
- Communicate with partners
- Improve business processes

- Collect and analyze customer demographics, shipping behavior, service usage, and market demand to identify trends and improvement areas.
- Work with sales, operations, warehouse, and marketing teams to review customer satisfaction and service problems.
- Research logistics, freight, e-commerce fulfillment, competitors, pricing, regulations, and U.S.-Vietnam market trends.
- Assist in forecasting shipping volume, sales trends, seasonal demand, and service demand shifts for operational planning.
- Support pricing strategy, service design, customer segmentation, and process improvement recommendations.

Chief Executive Officer / Operations Leader

PAKAGO Vietnam Ltd. | *May 2019 - Nov 2023*

- Recruited, trained, and managed a sales team of up to 30 personnel.
- Implemented ERP-based operational management systems to improve coordination and reporting.
- Conducted pre-project analysis for IT system development and internal process improvement.
- Managed financial review, budget control, accounting coordination, and business planning.
- Led coordination between sales, operations, accounting, technology, marketing, and logistics.

Chief Executive Officer / Business Operations Manager

Can Dau Van eCommerce Ltd. | *May 2019 - Nov 2023*

- Built business strategy to support annual revenue targets of approximately \$2 million.
- Created automated business processes and operational systems for e-commerce and cross-border trade.
- Negotiated supplier contracts with key partners in China and Vietnam.
- Managed operations across five office locations and branches in Vietnam and China.
- Coordinated sales channels, supplier communication, fulfillment, logistics, and marketing execution.

Chief Executive Officer / Logistics Operations Manager

Proship Joint Stock Company | *Apr 2014 - Mar 2018*

- Set up warehouse operations and supervised transportation coordination.
- Connected road, sea, and air transportation routes for domestic and international shipping.
- Recruited and trained sales and operations teams.
- Developed business plans, operational procedures, and cost-control activities.
- Built relationships with customers, suppliers, transport providers, and logistics partners.



HIGHLIGHTS

- Operational leadership across logistics, e-commerce, warehouse, transportation, sales, and marketing functions.
- Experience building teams, training personnel, designing processes, and improving work coordination.
- Ability to transform business data into clear reports, dashboards, and practical recommendations.
- Strong background working with Vietnamese and Chinese partners, suppliers, customers, and business networks.
- Practical understanding of U.S.-Vietnam market development, cross-border trade, and customer service needs.