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## SKILLS

### Core Marketing Skills

- Brand Communication & Positioning
- Integrated Marketing Campaign (IMC) Planning
- New Product Development (NPD) Support
- Consumer Insight Understanding
- Copywriting (Vietnamese & English)
- Social Media & Content Strategy
- Event & Activation Coordination

### Tools & Soft Skills

- MS Office, Google Suite, Canva, CapCut
- Basic Adobe Illustrator & Premiere
- Project Coordination & Timeline Management
- Cross-functional Collaboration
- Creative Thinking & Problem Solving
- Can-do Attitude & Adaptability

## EDUCATION

### Bachelor of Marketing

University of Economics and Law, HCMC  
GPA: 7.7/10  
Graduated: 2021

# Huynh Mai Trinh

## Aspiring Assistant Brand Manager

With nearly 5 years of experience in the FMCG industry, I specialize in communication, new product development, and multi-channel campaign execution. I am now committed to developing my career further in strategic brand management, where I can combine my passion for customer-centric thinking and sustainable development interest. I aspire to build impactful brands that not only drive business growth but also create long-lasting, positive value for people and communities.

## WORK EXPERIENCE

### Assistant Brand Manager & CSR Coordinator

ANDROS Vietnam | Jan 2024 – Now

Reported directly to Marketing & Communication Director (Brand) and CEO (CSR).

Responsible for building a branding strategy for Bonne Maman Vietnam and launching the new brand Dr. Fruit

- Spearheaded new product development campaigns for strategic launches and limited editions.
- Managed end-to-end brand storytelling across digital media, PR, POSM, and internal communications.
- Strengthened corporate branding through the launch of CSR-aligned seasonal products.
- Collaborated with cross-functional teams (R&D, Sales, Design) to accelerate time-to-market.
- Designed and led CSR campaigns (e.g., ANDROS Lakes Race, NGO donations) to reinforce brand purpose.
- Oversaw production planning, vendor management, and impact performance tracking

Handled the planning and execution of strategic CSR initiatives that align with the company's brand values and social commitments.

- Developed and led CSR campaigns and initiatives in line with the Group's strategy and local adaptation.
- Coordinated with NGOs, internal teams, and relevant stakeholders to deliver impactful community programs.
- Responsible for the annual Sustainable Development report from production to publishing.
- Managed vendor sourcing, production timelines, and tracking of campaign performance.

# FREELANCE & EXTRACURRICULAR

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## Freelance Content Creator

- Wrote articles for Vietravel Holiday Magazine, Cooky.vn, Miss Universe Vietnam
- Created social content for Golden Gate Group brands (Kichi Kichi, Gogi, KPub, etc.)

## Vice President – Student Council, Faculty of Business Administration

- University of Economics and Law

# REFERENCES

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## Valentin Tran

CEO, ANDROS Vietnam  
valentin.tran@andros-asia.com  
+84 822 506 690

# PORTFOLIO

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To learn more about my work, please find here: <https://byvn.net/OM4c>

## Social & Content Specialist

ANDROS Vietnam | Oct 2020 – Dec 2023

Define a digital strategy by developing awareness and visibility of all the brands and the company.

- Built brand visibility for diverse brands (Andros Professional, Fruit Me Up, Bonne Maman) across multi-digital platforms.
- Managed always-on content calendars and executed campaign-specific materials in collaboration with agencies and production teams.
- Created bilingual content (Vietnamese & English) for PR, social media, POSM, video scripts, and websites.
- Coordinated with internal stakeholders and creative teams for brand events, influencer campaigns, partnership projects and sponsored TV shows.
- Managed website content (corporate site and intranet), monitored KPIs, and handled paperwork and reports.

# SELECTED PROJECTS

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## Co-branding Campaign

- Managed vendor coordination, relevant design, and digital campaign content.
- Ex: Andros Vietnam x Bakes Sagon, Andros Vietnam x WAO

## New Product Launch

- Created campaign messaging, supervised production of POSM, and supported GTM strategy.
- Ex: New products / SKU under Andros Professional Vietnam, Andros Fruit Me Up, and a new brand Dr. Fruit

## Partnership & Sponsorship

- Oversaw sponsor visibility across TV, YouTube, PR, and social; aligned brand tone across platforms.
- Ex: Top Chef Vietnam S3, Super Cake S1-2, Bar Stories – Dustin On The Go, ...

## CSR Projects with NGOs & NPOs

- Led execution of nationwide donation drives, library constructions, student scholarships, ...
- Ex: MSD, Operational Smile, ANDROS Lakes Race