



# NGUYỄN VĂN BẢN

April 2<sup>nd</sup> 1997

Junior Brand Manager (Open for Senior ABM)

Tan Binh Dict, HCMC



## SUMMARY

**4+ years of concrete experiences in brand marketing field (FMCG)** with diversely hands-on skills in both planning and leading execution. Besides, having **fundamental understanding about trade & sales channel (both GT & MT)** is one of strengths that I have accumulated on my career path.

A person who drives individual long-term growth by continuously scaling up practical experiences & skills, ear to learn for progression & impressive results.

## WORK EXPERIENCES



**HYPERION** | Category: Imported Consumer Goods

**Key Account Manager** (Morden Trade Sale, 3 months) – 50 brands with over 400 SKUs

- Manage key customers of the MT channel & lead sales activities to achieve the objectives/targets with the assigned sales channel.
- Build good relationship with customers to develop and maintain the merchandising status by listing new potential SKUs, ensuring facing in stores, proposing sales policies & promotion schemes to push up sell-in/sell-out.
- Work with the trade MKT/MKT department to execute route to market plan for new SKUs, negotiate for in-store activation & displaying.
- Do monthly listing plan, promotion plan, sales monthly report to review weak/strong SKUs and propose action plans for channel, deal execution with category merchandiser (supermarket buyers).

**Key Achievements:** get 92% target in first month (achieved 2<sup>nd</sup> KPI bonus) & 129% target in second month (achieved highest KPI bonus).



**VSK GROUP** | Category: Nutritional Beverages (Bird's Nest Drink/Milk & More)

**Junior Brand Manager** (Jun 2022 – March 2024) – KID'S NEST PLUS+ & GENNEST (belong to YẾN SÀO THIÊN VIỆT)

- Manage entire branding activities of 02 Mom & Kids brands to achieve sales volume target and business objectives.
- Plan and lead team to deliver all brand projects related to portfolio innovations, new products launching, social communication, paid media, CRM support, sale & trade toolkits production.
- Assist category manager in building annual marketing plan, propose monthly execution calendar for each activity and ensure firming.
- Build up communication, paid media budget plan for both AWO contents & campaign, lead team to execute rightly on time by KPI.
- Closely work with trade MKT on seasonal sales programs, route to market plan for new products, toolkits/POSM design or promotion gift planning & production.
- Ensure MKT activities to run on time by monthly/quarterly budget firming, propose next annual budget & operation plan for assigned brands.

**Key Achievements:** delivered innovation project with new brand identity for KID's NEST PLUS+ for in 2023; launched over 10 new products for both brand (include different flavors).



**PHẠM NGUYỄN CONFECTIONARY** | Category: Confectionary

**Assistant Brand Manager** (Jun 2021 – Dec 2021) – Group brands (Pie/Sponge Cake/Biscuit)

- Assist Brand Manager in executing new products launching, sales & trade toolkits design for TẾT campaign, deliver packaging production.
- Assist Brand Manager in building up MKT strategy & 2022 AOP (Annual Operation Plan).
- Plan for thematic promotion campaign "Choco PN – Cào 100% Trứng" with scheme: buy products, scratch cards and win gifts.

**Key Achievements:** delivered TẾT campaign, pre-launch stage for Choco PN promotion and end-to-end launched 01 new products.



**YAHON ENTERPRISE** | Category: Homecare products

**Brand Executive** (Sep 2019 – May 2021) – LET-GREEN & OEM Products

- Execute brand activities focusing on Below The Line activities (display, promotion, gift with purchase, product listing)
- Plan and execute new product projects from R&D to launching stage, propose route to market with trade plan, responsible for OEM product
- Visit market and do store checking, report monthly sales performance of brands to review by channel, product lines and propose actions for sales volume's improvement.

**Key Achievements:** launched 03 new products brand and get annual sales growth rate with +18.4% for LET-GREEN brand.

## EDUCATION

**University of Finance and Marketing (UFM)**

Bachelor Degree in Marketing Management

## SKILLS

Project management

Oriented & logical mindset

Data collect & analysis

Operational planning

Public presentation

Creative briefing