

Chris Viet Linh

Brand Manager at Anheuser-Busch InBev

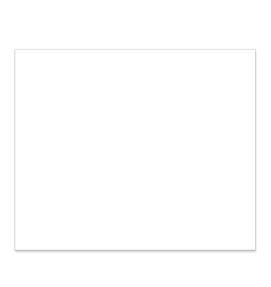
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Chris Viet Linh · 3rd

Brand Manager at Anheuser-Busch InBev
Vietnam · 500+ connections · Contact info

ABInBev

Anheuser-Busch InBev



Washington and Lee University

About

After working for more than 6 years in event/project management and 2 years in several startups, I've developed a holistic approach to understanding customers, developing solutions and bringing products to market. Right now, I am

... see more

Activity

690 followers



See all activity

Experience

Anheuser-Busch InBev

3 yrs 2 mos

ABInBevBrand Manager

Feb 2020 – Present

· 1 yr 3 mos

Leading marketing activities of Core+ (mid-tier) brands, including Beck's & Beck's Ice.

Assistant Brand Manager

Full-time

May 2019 - Feb 2020

· 10 mos

Ho Chi Minh City, Vietnam

Global Management Trainee

Mar 2018 – May 2019

· 1 yr 3 mos

Vietnam

Business Development Manager



Business Intern

TechElite Inc

TechElite un 2015 – Aug 2015

Lute tradeuxcor ror Line

· 3 mos

Hanoi, Vietnam

- Surveyed 200 local restaurants to research demand for Entry company's newly designed app for reserving restaurants and hotels.
- Conducted marketing research reports on Worktime and Phoenix (two in-progress e-commerce projects).
- Prepared documentation for weekly meetings.

... see more

Co-Founder, Business Manager

Writing Launchpad Education

May 2014 - Oct 2014

· 6 mos

Hanoi, Vietnam

- Developed and proposed potential business models for consulting students on college admission essays.
- Engaged potential customers (low-income high school students who seek opportunities to study abroad) and researched study-abroad industry in Vietnam by analyzing trends and competitors.

Marketing Intern



Summit Education Services

Hanoi, Vietnam

- Organized three marketing events (one presentation about studying abroad information and two talk shows highlighting successful students) for high school students in
- Administered and maintained www.summit.edu.vn, company's official website.

Education

Washington and Lee University

3achelor's Degree, Business Administration, Music, cum laude

2013 – 2017

Activities and Societies: President of International Student Association, Singer at Washington and Lee University Singers, Singer at General Admission A Capella Group, Consultant at Venture Club

Novancia Business School Paris



Exchange Program, Business Administration and Management, General, 4.0

Hanoi Amsterdam High School For The Gifted

2009 - 2012

Skills & endorsements

Endorsed by Melanie Dang, who is highly skilled at this
ABInBev
Endorsed by 2 of Chris' colleagues at Anheuser-Busch InBev
Public Speaking . 6
Lien Do (Lizzie) and 5 connections have given endorsements for this skill
Leadership . 6
Endorsed by Melanie Dang, who is highly skilled at this
ABInBev
Endorsed by 2 of Chris' colleagues at Anheuser-Busch InBev
Industry Knowledge
Event Planning . 6
Social Media . 5
Research
Strategic Planning
Marketing
Graphic Design
Tools & Technologies
PowerPoint . 9
Microsoft Office . 5
Microsoft Excel . 2
Microsoft Word . 1

HTML JavaScript Languages English . 4 Show less ^

Interests

Bernard Marr 🛅



Internationally best-selling author, keynote speaker, futurist, and strategic busines: 1,464,922 followers

1,404,922 10110Wei

IES Abroad Alumni



5,789 members

Washington and Lee University

21,330 followers



Anheuser-Busch InBev

503,918 followers

ABInBev

Objectives and Key Results (OKRs)



Carlton & United Breweries

53,706 followers



People also viewed



Halsey Nguyen •3rd

A full-time International Communication and Media student @EUR | Digital Marketing Intern @TIKI | A kinda full-time Food Blogger @littleTmealprep

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Nguyên Lê •3rd

Assistant Brand Manager at Anheuser-Busch InBev

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Thu Nauven •3rd

Director Of Marketing And Business Development at Anheuser-Busch InBev

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Mang Anh Nguyen •3rd

Brand Manager of Dutch Lady

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Tin Le •3rd

Brand Manager at FrieslandCampina

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People you may know



BE BA (My Nguyen)

Recruitment Specialist cum Admin at Milensea Retail

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Le Nhat Huy

President at UTE Logistics and Supply Chain Club

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Khánh Linh Đỗ

Human Resources Assistant at Hachinet Software

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Nguyen Dinh Dat

Frontend Angular Developer

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Nhi Duong

Student at Ton Duc Thang University

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