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- 3rd degree connection3rd

## Brand Manager at Golden Gate Restaurant Group (HCM Branch)

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## Experience



GOLDEN GATE  
RESTAURANT GROUP

- **[Brand Manager](#)**

[Company Name](#)

[Golden Gate Restaurant Group \(HCM Branch\)](#)

**[Dates Employed Sep 2017 – Present](#)**

**[Employment Duration 3 yrs 8 mos](#)**

Brands in charge: GoGi House & KPUB

- Led brand strategy activity planning, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term.
- Led NPD projects from product development, pricing and new product launches as well as developing new business opportunities.
- Planning and manage of all communications and media actions on all channels, including online and social media.
- Co-ordinated with agencies/ partners/ cross-functions to execute plans appropriately
- Managing the budget for advertising and promotional items
- Competitor and customer insights analysis.
- Analysis of sales forecasts and relevant financials and reporting on product sales.
- - Propose and manage marketing research projects to generate consumer insights in support of improved marketing strategy and communications. ... [see more](#)

## Brand Manager

Company Name

INTERNATIONAL LIFESTYLE JSC

Dates Employed May 2016 – Sep 2017

Employment Duration 1 yr 5 mos

Brand incharge: Häagen Dazs

- Manage all Marketing for the company and activities within the marketing department.
- Create, Plan, Implement, Manage, Monitor, & Evaluate
- All Marketing plans, campaigns, & activities.
- New Product Development, Promotions, Collateral, PR, Press, Ads, Events, and all media types.



eting activities and functions.

activities.

- -----r brand management and identity.
- Analyzing & monitor competitor activity, identify market trends, & market share.
- Manage the communication, Coordination, and networking with customers, colleagues, suppliers, and partners.
- Manage customer relationships; maintain customer standards, & customer databases.
- To meet financial objectives of the company and oversee company's marketing budget

## Assistant Brand Manager

Company Name

Redsun ITI

Dates Employed Mar 2013 – Apr 2016

Employment Duration 3 yrs 2 mos

- Forecast, manage, & achieve budget
- Monitor costs, analyzing actual and variance, & create action plans
- Assist in creation of Department KPIs.
- Responsible to assist in creation of department KPIs, and to achieve department and company targets and KPI's.

## **Interests**

Managing the HR function for the marketing department.

hrough example, and setting a good positive example for the department in work and personal ethics, manner, and etiquette.



l evaluating all marketing staff and marketing communication and relationships with colleagues and company departments. ... [see more](#)

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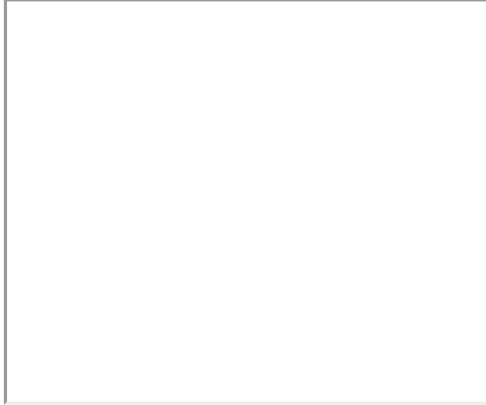
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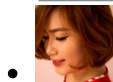
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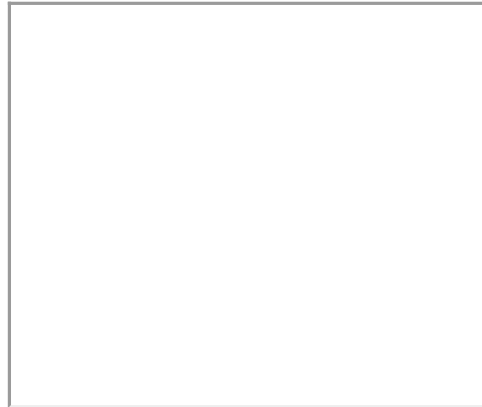
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