



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



Amazing ☐☐☐

Chris commented

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Experience

Anheuser-Busch InBev

3 yrs 2 mos



Brand 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



Base Enterprise

Aug 2017 – Feb 2018

· 7 mos

Hanoi, Vietnam

Business Intern

TechElite Inc



Jun 2015 – Aug 2015

· 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

Feb 2013 – Aug 2013

· 7 mos

Hanoi, Vietnam

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

Education

Washington and Lee University



Bachelor'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

Teamwork . 7



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

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Interests



Bernard Marr 

Internationally best-selling author, keynote speaker, futurist, and strategic business advisor

1,464,922 followers



IES Abroad Alumni

5,789 members




Washington and Lee University

21,330 followers



Anheuser-Busch InBev

503,918 followers



Objectives and Key Results (OKRs)

1,260 members



Carlton & United Breweries

53,706 followers

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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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Nguyễn Lê •3rd

Assistant Brand Manager at Anheuser-Busch InBev

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Thu Nguyen •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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