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| RESUME  BUI THI NGUYEN AN | | |
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I am a hardworking, eager to learn, well-disciplined and self-motivation with strong passion on advertising, communications & marketing.

**WORKING EXPERIENCE:**

1. Mar 18 – current: **Senior Brand manager of Blackmores Vietnam**

Report to: Country Manager (in Thailand)

Brand handles: Vitamin Dietary Supplement products (all products)

* Liaising with regional marketing team and international markets to ensure activity relevance for brand strategy and global best practice
* Creating a brand plan and brand strategy and ensuring all aspects of the product or companies marketing and activities align with goals of the brand.
* Sets realistic short and long term marketing objectives for their brands and their activities
* Developing compelling agency briefs, rooted in clear consumer insight and inspires agencies to deliver excellent creative work and ensuring marketing budgets are met.
* Implements the overall communications strategy including sponsorship, (incorporating advertising, PR and promotions) and its conversion into briefings and execution
* Controlling cost efficiency of each activity within the approved A&P
* Developing high quality and effective marketing materials (POSM, gimmicks, premiums) that align correctly with the overall brand strategy & MOH guideline.
* Preparing annual forecast and promotional budget and decide on consumer promotion plan of the assigned products
* Communicating and align with other functions and departments regarding operational issues and process improvements.
* New product launching plan (communication, POSM)
* Develop Blackmores Vietnam Youtube channels
* Develop Website Blackmores Vietnam
* Develop Facebook Fanpage Blackmores with more 20K likes

***Achievement:***

* Sell in increased 867% vs monthly sales
* Sell out increased 228% vs monthly sales

<https://www.youtube.com/watch?v=fYtqr4ex0kw>

1. Apr 16 – Jun 17: **Product Manager of Mega Lifesciences**

Report to: Marketing Manager

Brand handle: NNO \_Nourishing Night Oil (Beauty care)

Duties:

* Contribution to the development and implementation of commercial objective and strategies.
* Preparing marketing plans for the products in the portfolio
* Planning, managing, evaluating and controlling marketing and promotional activities.
* Creating and managing the marketing budget.
* Obtaining information and data from the market and analyzing them.
* Elaborating and executing product trainings for the representatives
* Managing the activities for the products according to the related regulations.
* Field working to understand market and competition.

1. Aug 10 – Aug 14: **Asst. Product Manager of United International Pharma**

Report to: Channel Head

Brand handled:

2010: Adult vitamin & Kid Vitamin (Enervon, Nutroplex, Growee)

2011: Cough Category (Atussin)

2012 – 2014: GIT category (Kremil S, New Diatab, Enzyplex)

Achievement:

* Won the “**Best Brand Award**” in 2012 for Kremil S brand
* Achieved 139% target sales of Kremil S, growth 43% (2012)
* Switched Kremil S from Trade channel to Consumer channel
* Develop Kremil S line with gel format and do new product launching plan (2014): new packaging, communication plan
* Built Kremil S to be one of key brands of UIP.
* Built concept and develop ATL & BTL plan for Atussin: TVC, Print Ad, POSM, radio, merchandising, etc.

Duties:

* Develop annual marketing plan with objective, goals, strategies, tactic, budget allocation based on analyze market, SWOT, history sales data, brand health tracking, IMS data, ect.
* Work closely & cooperate with the relative departments to manage day to day issues
* Monitor the competitors’ activities and find out key learning, key issues of brand to address the action plan monthly & quarterly.
* Work with external agencies to develop & implement the communication campaign
* Manage Marketing A&P
* Do and update Sales forecast by monthly and yearly.
* Work with Research department to find out the insight, behavior usage, habit of consumers to understand consumer by consumer connection project, U&A project.
* Make Long Range Plan 5 years, annual Marketing plan
* Develop Brand architecture & new product

1. Dec 08 – Jul 10: **Product Marketing Manager** of VNG CORPORATION

Report to: Product Group Manager

Brand: Thuan Thien Kiem (Game MMO)

Duties:

* Develop annual marketing plan for brand with goals, strategies, tactics and programs based on a complete analysis of game online market, gamer insight, and competitors.
* Overall responsible for all Marketing activities.
* Manage MKT team (included 1 Asst. MKT Manager, 1 PR, 2 Website operations, 1 forum/ community, 1designer, 1 MKT supervisor, 1 MKT executive) to execute and achieve both the business objectives and marketing objectives.
* Develop and implement brand strategies with current brand and new brands.
* Monitor, analyze, and evaluate market trends, consumer behavior, and competitor activity to identify market opportunities; adjust marketing strategy and plans to meet the changing markets and competitive conditions.
* Overall responsible for Brand Image, brand awareness, ACU, CCU, revenue…within the A&P budget approved
* Estimate full year budget, allocate budget for each activities and manage MKT cost.

1. Aug 07 – Dec 08: **MKT Communication Manager** of ORION FOOD VINA

Report to: Marketing Manager

Brands handle: Chocopie Pie, Custas Pie, Fresh Pie, Toonies snack, O’Star potatochip

Duties:

* To manage communication activities (TVC production, media, PR, OOH, sponsorship) for all brands of Orion (Chocopie, Custas, Fresh Pie, Snack Toonies, Potatochip O’Star, etc.)
* Coordinate with agency on brand communication strategy and creative development to maximize brand equity and overseeing media activities to ensure the most cost effective media execution.
* To brainstorm with each brand to make the position and key message for communication
* To make plan, report and overall evaluation every advertising campaign.
* Follow up payment and communication budget for each brand.

1. Aug06 – Aug 07**: Brand Executive** of DIANA JSC.

Report to: Marketing Manager

Brands: Diana, Bobby

Duties**:**

* Launching Diana Siêu Thắm and Diana 4Teen in HCM based on the grand launching plan
* To assist Consumer Marketing Manager to make detail plan and execute marketing activities to build brand equity and meet business objectives in South Market for both of Sanitary and Diaper category
* To keep track of brand’s daily process by interacting with other departments in the company and agencies to follow up the assigned projects and operational tasks.
* To follow up media, PR, sponsor program, game show and improve outdoor.

1. Aug04 – Aug06: **Account Executive** of GOLDEN COMMUNICATION GROUP

Report to: Account manager

Duties:

* Liaising with the Client in daily practices.
* Preparing presentations and follow up work-in-progress such as quotations, agreements and contracts with clients.
* Coordinating with other departments to ensure quality and timely delivery of services for clients.
* Building relationship with Clients, maintaining and updating competitor activities regularly.

Assigned Accounts include:

* **Abbott:** Similac Mom: Implement Communication plan – develop and shooting Similac Mom TVC, follow up media planning (TVC, magazine, OOH)
* **Mead Johnson** : Enfa Grow \_creative & media planning
* **Bibica:** Volcano candy – naming & advertising launching campaign
* **Map Pacific Vietnam** - full services (Insecticide and Pesticide products for farming)
* **Miss Saigon**: creative service (Cosmetics and Perfume)
* Others (Kodak, Anh Duong Resort, Que Huong-Liberty Hotels): creative service

**EDUCATION:**

* BA Degree of Banking University, majoring on Finance &Credit
* Other Training Courses such as:
  + **Brand Manager Course**- Vietnam Marcom
  + **Advertising Expert Course-** Vietnam Marcom

# **Accounting** - Saigon Audit and Finance Company

* + **Brand building practices –**internal training from Golden Communication Group
  + **Communication Strategy –**internal training in Golden Communication Group
  + **Performance management –** internal training from Vinagame
  + **PR management –** internal training from Vinagame
  + **Digital Marketing**– BMG International
  + **Soft skills**: Time management, Negotiation skill, Leadership skill,…
  + **Changes Management** - Mega Lifesciences

**HOBBIES & INTERESTS**

* Participating in Sports activities such as swimming, aerobic, traditional dance.
* Reading, listening to music, and travelling