**RESUME**

**PERSONAL DATA**

Name : Mr. CHHIM Vathanak

Address : Nº22, St. Somroang Andet, Phum Bayap

Sangkat Phnom Penh Thmey, Khan Sen Sok, Phnom Penh

Telephone : 089 897 555

E-mail : vathanak.chhim@gmail.com

Date of Birth : 27 Feb 1991

Place of Birth : Kompong Cham Province

Nationality : Cambodian

Marital Status : Married

**Applying for: Brand Manager**

**EDUCATION AND QUALIFICATION**

2009 – 2014 : B.B.A, University of Cambodia, Cambodia

Major: International Business, College of Management

July 2010 : Driver’s License, Type: B

2008 – 2009 : High School Diploma, ZAMAN International School

July 2007 : Exchange Education Program at Turkey,

ZAMAN International School

July 2006 : Exchange Education Program at Vietnam,

ZAMAN International School

**AWARDS AND ACHIEVEMENTS**

February 2013 : Debater “Equal Rights, Equal Opportunity for Progress” at

Ministry of Women’s Affairs (Certificate)

January 2013 : Certificate of Participation of “The National SME Business

Model Competition 2012-2013” at University of Puthisastra

December 2012 : Certificate of Recognition of Academic Excellent Award of the

Year, University of Cambodia

November 2012 : Certificate of Participation in IYF World Camp, International

Youth Fellowship in Cambodia

December 2009 : An Award of SamdechTecho Hun Sen-Haruhisa Handa National

Scholarships 2009, University of Cambodia

December 2011 : Certificate of Participation of The 7 Effective Habits of Effective

College Students, University of Cambodia

April 2009 : Certificate of Achievement HONORABLE MENTION,

Science Project Competition

Position: 1st Award

February 2009 : Certificate of Appreciation for Outstanding Performance in

CHEMISTRY DEMO CONTEST

Position: 2nd Award

**WORK EXPERIENCE**

Jul 2015 – Present : Trade Activation Manager, Business Development Department, British American Tobacco (Cambodia) Limited

*Duties*

* Develop, coordinate and control trade activities across all retail channels aimed at achieving Brand & Trade cyclical objectives.
* Coordinate implementation of Brand activities conducted in Trade channels, being the link between Brand & Trade.
* Coordinate, prepare and communicate regular communication to the filed force ensuring cycle instructions are clearly understood.
* Evaluate results against objectives of conducted Trade activities and ensure that key learning’s are cascaded and considered for future plans.
* Develop POPM Materials as required to achieve Trade objectives, ensuring accurate planning and timely delivery within planned budgets.
* Manage the creative agency to ensure relevant contribution and timely execution of Trade projects. Ensure that agency is continuously proposing innovative solutions to stay ahead of the competition.

*Reporting Line* : Business Development Manager

Jul 2014 – Jul 2015 : Brand Executive, Brand Marketing Department, British American Tobacco (Cambodia) Limited

*Duties*

* Successfully launch KENT HD and SE555 METAL, and KENT iSWITCH awareness reinforcement
* Support the execution of brand plans and consumer engagement activities to ensure that Brand objectives are achieved. Adhere to the Global Brand Governance matrix, seeking appropriate governance and oversight in line with the Brands global portfolio positioning. As a Steering Group Market for Global Brand X support the shaping of brand plans. Assist in the development of touch point solutions as agreed in the Brand User Group in line with Manifesto and Guidelines. For International Focus, Local Focus and other brands managed at an End Market level, support the definition of brand vision, strategy, positioning and marketing mix including pack and product specification and communications, in line with Consumer Group strategy. Execute local marketing mix elements (promotion, price management and distribution) for Global and International Focus Brands Monitor implementation and results of operational Brand plan. Recommend changes to Brand Programs Monitor and report Brand expenditure to ensure it does not exceed budget defined in operational Brand plan
* Analyze market research data in order to understand Brand issues and market opportunities
* Monitor external agencies to ensure day-to-day activities related to Brand programs are performed with required quality and agreed cost & timescales as defined in operational Brand plan
* Handle communications between Brand Marketing, Trade Marketing and Operations to ensure the cycle plan is effectively executed and Brand programs are effectively implemented in the field force.
* Handle related administration tasks such as creating PR, PO, GR, and clear advanced cash, etc.

*Reporting Line* : Brand Manager

Sep 2013 – Jul 2014 : Intern, Brand Marketing Department, British American Tobacco (Cambodia) Limited

*Duties*

* Assist brand team with administrative reports, project flow and internal and external communication
* Generate daily campaign performance statistics and conduct campaign analysis through various internal and external tracking system
* Conduct market research to better understand campaign performance
* And other duties assigned

*Reporting Line* : Brand Executive

2012 – 2014 : Volunteering as a proposal writer and general administrative support, Union of Youth Federations of Cambodia

*Duties*

* Assist team leader with administrative job and detail execution plan
* Facilitate all stake holders to stay on the same page as per plan
* Follow up and update status all divided tasks
* Budget tracking

May-Aug 2013 : Business Planning Researcher, Modern Angkor Investment Co., ltd

*Duties*

* Writing business proposal to purchase franchise
* Assist other administrative jobs

**OTHER INFORMATION**

Typing : 40wpm

Computer : Microsoft Office Word + Excel + PowerPoint (Excellent)

: Internet Skill (Excellent)

: SPSS (Good)

Languages : English (Very Good), French (Basic), Turkish (Basic)

Interests : Communicating and Networking, studying about Business

Opportunity (legal and management field), and Information

Technology

Free-time : Doing research anything involved with business, volunteering for

any social NGOs, reading news related to politics and economics

trend, and hanging out with friends and family…