



MAI HUU THO

Brand Manager  
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SKILLS

- ▶ Analyse market information
- ▶ Good at planning & executing marketing campaigns
- ▶ Graphic design - MS office
- ▶ Have good skill of communications, public speaking, presenter
- ▶ Can bear working pressure and have sense of responsibility for assigned tasks

AWARD

- ▶ Excellent Employee Award 2020
- ▶ Excellent employee at SMC
- ▶ Event coordinator excellent at IDC
- ▶ Top 5 - TVCreate contest 2013
- ▶ Round 3 - Young Marketer 2013

PERSONALITY

Active - Ambitious - Adaptable - Responsible

EDUCATION

- Bachelor of University of Economics HCMC, major of marketing management
- Shorterm courses of Branding, Digital marketing, Graphic Design, Event management

WORK EXPERIENCE

Now

**Brand Manager Vietnam**  
**GUYOMARC'H Vietnam - Archer Daniels Midland Corporation**

- Effectively manage marketing, advertising and promotional activities of the product to achieve short and long term business objectives; including revenue, sales, profit and market share targets.
- Lead & develop monthly/quarterly marketing plans to raise brand awareness, acquire and retain consumers and drive sales.
- Identify key product content and promotion opportunities as part of the marketing calendar; work cross-functionally with the content production team to deliver results.
- Drive the delivering of business and marketing objectives of a certain brand (market share, volume, gross margin, operating profit, brand equity)
- Develop long-term positioning, brand strategy and commercial plan for certain brands in Vietnam
- Own the creation of the Launching plan, Annual plan and Brand Plan
- Lead the developing and executing integrated 360 degrees marketing campaigns using most relevant and modern touch points
- Engages sales and channel marketing teams to ensure delivery of efficient brand building
- Identify and work out relevant consumer and shopper insights
- Run effectively Advertising & Consumers promotions

**2017 - 2021 Marketing Specialist**  
**Map Pacific Singapore - Agrochem & Pest Management**

- Be responsible for monitoring competitor movements, analyzing market trends
- Data analyst of inventory, customer research, market conditions, and competitor products & demand creation activities to identify needs and trend for future
- Develop A&P of Marketing department in short - mid - long term by demand creation activities, consumer program, mass media, POSM
- Project leader of Marketing campaign/promotion to enhance brand awareness to dealers & consumers
- Develop and maintain marketing strategies to meet mission & vision
- Own the social media strategy to drive community engagement and build brand love, setting and exceeding key targets
- Optimize digital marketing channel to foster brand awareness by sponsor, KOL & interactive game to end users
- Stay up-to-date with digital technology trends and competitor analysis
- Close cooperation with Consumer Trade Marketing and Sales to ensure optimal and timely brand activation support
- Create brand identity & be responsible for managing product label, positioning & target market
- Lead social media, content production, PR & visual merchandising team to ensure flawless implementation of marketing activities
- Identify key product content and promotion opportunities as part of the marketing calendar; work cross-functionally with the content production team to deliver results
- Analyze consumer behavior and look for insight through researches in order to provide the implication for business
- Control and evaluate ATL / BTL activities to ensure effective marketing budget compared to sales achieved

# HOBBIES

- ▶ Love so much to travel & explore new lands
- ▶ Love and can play well soccer & swimming
- ▶ Watch tutorial, read news & tips from hot bloggers on the world



# FREELANCER

DIGITAL - DESIGN

- ▶ **DROPSHIPPING**  
*Amazon, shopify*
- ▶ **CO - FOUNDER ITSWHAT4.COM**  
*An affiliate website for cosplay and haloween costumes*
- ▶ **FREELANCERCOM**  
*Working oversea with some brand in fashion, hospitality and construction,...*
- ▶ **BRAND IDENTITY**  
*CMT IET CO.,LTD (paint & coating)  
Nam Nguyen Concrete*

# WORK EXPERIENCE

2016 - 2017 **Sale & Marketing Specialist**  
**Marketing Assistant for General Director**  
**Noroo-Nanpao Paints & Coatings Vietnam**

- I. Sale management:**
- Designing and implementing a strategic sales plan that expands compa-ny's customer base and ensure strong presence
  - Achieve the sales targets and adjust the sales strategy based on the market change
  - Actively take part in trade marketing activities
  - Develop and execute sales strategies in the market place
  - Analyze competitor, products in the same segment
  - Support GD to develop strategies for 10 product lines of paint & coating
  - Support sale team to expand distribution channel
  - Build up the product guideline and conduct the product training, sales orientation, market orientation for executives staffs
- II. Marketing management:**
- Conduct the management of all digital channels including setting strategy, execution plan
  - Monitoring to build the brand & products awareness
  - Develop and manage annual marketing budgets, regularly monitor expen-ditures, and prepare summary assessments and reports.
  - Be responsible for managing product label

2015 - 2016 **Marketing Assistant**  
**Saigon Dong Nai JSC**

- Plan & deploy sale - Marketing campaign in hospitality management
- Control marketing budget to meet sale target
- Plan, strategies and execute marketing designs and activities to establish and maintain brand presence in the market
- Define product strategies and road maps
- Research and determine product weaknesses and areas to be modified
- Develop effective product positioning in the market
- Conduct competitive strategic analysis, consumer segmentation, and con-sumer insight development
- Develop mid-term plan and financial analyses
- Launch and oversee advertising and media planning
- Digital marketing - Graphic design

2013 - 2015 **PR - Marketing Supervisor**  
**SMC JSC - Professional Steel Distributor**

- Build integrated marketing campaign for launching new products, new coil center
- Research & analyze market factors, competitors strategies and customers insights in Steel industry
- Develop and manage content for social media channels, website, and other online properties relating to company announcements, achievements
- Manage day-to-day press inquiries and requests, including directly answering questions, or setting up interviews with internal and external stakeholders.
- Draft or edit press releases, statements, fact sheets, and talking points.
- Research journalists and/or media publisher, prepare background information.
- Manage internal communications
- Manage & invest media budget effectively
- Event management for inauguration ceremony, strategic cooperation with partners such as Hyundai steel, Formosa Group, Hanwha Group

2013 **Event Coordinator**  
**IDG Vietnam**

- Organiz event activities in Banking & IT field
- Analyze annual report and business awards
- Implement business plans to meet sales targets