



NGUYEN SONG CAT PHUONG (PHOEBE)

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PROFESSIONAL SUMMARY

Marketing professional with 8+ years of experience in brand strategy, product go-to-market, channel marketing and integrated campaigns across leading consumer businesses. Proven track record of translating customer insights and business priorities into successful product launches and commercial results, with strong experience in cross-functional, partner and agency management.

CORE EXPERTISES

Marketing Strategy & GTM • Channel & Partnership Marketing • Product Launch & Campaign Management • Commercial & Sales Collaboration • Stakeholder & Agency Management • Performance & Budget Management

PROFESSIONAL EXPERIENCES

AI-ENABLED PERSONAL PROJECTS

AUG 2026 – NOW

- Developing personal projects with OpenAI Codex & Claude Code, including a learning hub, a job-search workspace and a tender evaluation tool. Translate everyday needs into clear requirements and workflows, test prototypes and refine functionality through hands-on iteration.

BRAND MANAGER | CARLSBERG VIETNAM

SEP 2025 – JUL 2026

RESPONSIBILITIES:

- Owned brand strategy, channel marketing and business performance for the Carlsberg portfolio.
- Led end-to-end go-to-market for product innovations, translating consumer insights and portfolio strategy into launch plans, channel activation and commercial execution.
- Developed channel-specific marketing programs across On-Trade, Off-Trade and Modern Trade, partnering closely with Sales and Trade Marketing to drive consumer engagement and conversion.
- Led integrated campaigns and partnership initiatives across digital, sponsorship, activation and retail touchpoints, including external brand partnerships.
- Managed cross-functional stakeholders, agencies and external partners to ensure execution quality, timeline, budget and brand consistency.
- Monitored brand and campaign performance to identify optimization opportunities and improve marketing effectiveness.

KEY ACHIEVEMENTS:

- Led the nationwide launch of Carlsberg Smooth, achieving a **45% repurchase rate** during the initial launch phase.
- Delivered an integrated football platform driving **+16% volume growth** and **+0.3ppt market share** in Northern Vietnam.
- Developed portfolio growth strategy across Carlsberg Pilsner, Carlsberg Smooth and new category initiatives, defining clear roles for recruitment and long-term growth.

BRAND MANAGER | IMPERIAL BRANDS PLC, TOBACCO

OCT 2021 – AUG 2025

RESPONSIBILITIES:

- Managed portfolio strategy and business performance for one of Vietnam's leading tobacco portfolios.
- Developed annual brand plans, innovation roadmap, pricing and product strategies based on consumer and market insights.
- Led product launches, packaging renovation and brand rejuvenation projects from business case development through commercialization and market execution.
- Partnered with Trade, Finance and regional stakeholders to deliver commercial objectives within a highly regulated environment.
- Managed brand initiatives through required internal review and approval processes, ensuring alignment with regulatory and brand requirements.

KEY ACHIEVEMENTS:

- Led nationwide Brand Rejuvenation program, including new brand assets and Limited Edition Packaging initiatives.
- Successfully launched a new format tailored to local consumer preferences in the Value-for-Money segment.
- Delivered profitability improvement through blend optimization while minimizing volume decline.

ASSISTANT BRAND MANAGER | CJ FOODS VIETNAM

JUL 2020 – SEP 2021

- Supported brand planning, product innovation and go-to-market execution across Modern Trade, Horeca and Export channels.
- Launched Bibigo Mandu Mushroom & Cheese line extensions in MT and Export, recognized as a potential flagship lineup for APAC markets.
- Led cost optimization for the core range in MT & Horeca, improving gross margin by **10%–15%**.

ASSISTANT BRAND MANAGER | MAYORA VIETNAM**APR 2018 – APR 2020**

- Managed product launches, integrated campaigns and in-market activation across multiple consumer touchpoints.
- Launched Roma Marie Gold, Crisp Joy and Coffee Joy across core and seasonal pack formats.
- Led Danisa Tet 2019 Activation & Visibility campaign, awarded Best Quality Campaign by the global team.
- Led production and media for Danisa Tet 2020 TVC, ranked Top 30 Digital Ads and Top 20 TV Ads during Tet by Kantar.

RETAIL AUDIT TRAINEE | NIELSEN VIETNAM**DEC 2016 – AUG 2017****SKILLS**

Analytics & Tools: Power BI, NielsenIQ, Microsoft Office, AI tools

EDUCATIONAL QUALIFICATIONS

Bachelor of Business Administration, University of Economics Ho Chi Minh City | 2017