



Htet Phone Mo

Assistant Brand Manager

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Languages

English (Fluent)

Burmese (Native)

About

An MSc candidate in Business with Marketing Management at Northumbria University Newcastle (London Campus) and an accomplished marketer with 7 years of expertise. Skilled in strategy development, branding, communications, and new product development. Passionate about delivering innovative solutions and driving growth.

Additional Experience:

- Previous experience as a sales advisor in the Thailand retail industry.
- Demonstrated ability to provide excellent customer service and achieve sales targets in a diverse cultural environment.

BRANDS WORKED WITH



Experience

● Assistant Brand Manager

Grand Royal Group International | May 2023 - Dec 2023

Myanmar's leading whisky brand, A subsidiary of ThaiBev

Assistant Brand Manager

- Deliver on KPIs relating to brand health and equity, for the purpose of driving sales growth and brands' share targets.
- Develop the Brand Vision, architecture, and long-term growth strategy.
- Develop and operationalize annual brand plans, leading excellent cross functional execution.
- Identifies consumer insight, competitor movement, price guidelines, and relevant consumer promotions in close coordination with Trade Marketing and Field Sales to execute a brand and channel development strategy.
- Drive an Integrated Marketing Communication Plan for the Brand and develop relevant materials in line with the Brand VIS for multi-channel use.
- Actively contributing and transforming knowledge and insights into the strategy and ensuring strategies support the category growth ambition.
- Progress innovation projects cross-functionally in line with the overall Brand ambition.
- Brand budget planning, monitoring, and management.
- Manage key relations with ATL, Digital, and Event agencies, and key internal stakeholders.
- Coach and develop a team of Senior Brand Executive & Brand Executive.



● Marketing Manager

Marico Limited | Aug 2019 - Apr 2023

One of India's leading consumer product companies in beauty and wellness space

Marketing Manager

- Initiate and implement effective online and offline marketing campaigns based on market analysis, consumer insights and market benchmarks.
- Responsible for the development of all advertising and public-facing communications, including TV, digital, video assets and POSMs.
- Work with internal and external stakeholders for content development, media buying, brand events and other projects.
- Evaluate the success of advertising and promotion campaigns, provide, and implement recommendations for improvement.
- Develop and manage annual marketing budgets, regularly monitor expenditures, prepare summary assessments and reports.
- Conduct qualitative and quantitative market research along with the consumer market insights team.



- **Senior Executive**

Nielsen | Jan 2017 - Jan 2019

strategy and communication strategy while coordinating with cross country teams in Vietnam, Malaysia, and Cambodia.

- Provide product trainings to sales teams, merchandising teams, and promoter teams to promote sales performance.

Earlier Positions

- Senior Executive – Media Research, Nielsen, Yangon, Myanmar 2017 – 2019

- **Product Executive**

Dksh | Jan 2016 - Jan 2017

etc.

- Local clients include local media companies, manufacturing companies, marketing agencies, media agencies, etc.

- Product Executive, DKSH , Yangon, Myanmar 2016 – 2017

- In charge of sales tracking, trade promotions and inventory management for personal care brands of Marico Limited.



- **Sales Advisor**

H&M | Mar 2015 - Jan 2016

Responsible for customer service, sales and merchandising, and cash handling.

Education & Training

2025

- **Northumbria University**

Master of Science in Management,

2016

- **ABE UK**

Graduate Diploma (Level 6) in Business Management,