

# PORTFOLIO

## AND THE DAILY WORK

By Phan Hyn



# PHAN HYN

/FAN-HIN/

Brand Marketing

## 4 YEARS OF EXPERIENCE

Brand Marketing Strategy

## KEY SECTORS

Food and Beverage Service



## **BRAND MARKETING**

Touch the right point, reach the right place

The principle of Brand Marketing is to bring harmony between the business mission and customer desires.

As a perfectionist Brand Marketing, I have the task of building meticulous brand touchpoint systems, to make customers: Awareness, Appeal, Ask, Action, Advocate to the brand.

## **CONTENT CREATIVE**

Don't just write on the words, put the core values that the business wants to bring to the minds of consumers.

With the position of Content Creative, I always build the clearest corporate image through each image content and word style. As a result, customers will quickly feel the similarity and attraction right from the first contact. Therefore, content is not just a word, I will call it artists doing business.



# **MY EXPERTISE**

## **TRADE MARKETING**

Do not reduce the ability of Trade Marketing by combining the Trade team into the Sales team. Because Trade Marketing can solve more than that. We can say that if Brand makes others pay attention and attracted a large scale, winning by customer loyalty, Trade is winning customers at the point of sale.

# CURRENT CLIENTS

## General overview

Small and medium enterprises have been cooperating and working together with me.  
Areas of participation: F&B, Occultism, Smart Pharmacy, E-commerce and more.



# F&B Clients

## **FOODY.VN**

### CONTENT CREATIVE

Create content for food posts and business posts on Foody's fanpage. In charge of Foody's Viral segment, bringing Foody's image to a new, younger look in the minds of customers.

## **FOOD HOUSE**

### TRADE MARKETING

In charge of Trade Marketing of 2 brands: Food House and Gangnam Steak. Come up with ideas to attract customers at the point of sale to improve sales. Coordinate with related departments to resolve outstanding issues affecting customers' purchasing decision process.



# F&B Clients

## GEMINI COFFEE

### SENIOR BRAND MARKETING

Create full capacity to be able to bring Gemini back to its orbit. A place that combines all of my knowledge of F&B and uses all my experienced skills such as Trade, Content, Design, Digital, PR, Branding, to try to restore Gemini image in the minds of customers. target

## JUICYMEE

### SENIOR BRAND MARKETING

If Gemini is the place for me to train myself, then Juicymee is where I thrive with my talent in the F&B industry. And I came to this brand with a mission to make Juicymee one of the best health food brands with affordable prices to customers. And also keep an eye on what I've changed in this brand.

# F&B Clients

## BAO MINH CAKES JSC

### BRAND STRATEGY CONSULTING

Traditional confectionery brand - full package of national quintessence. The brand gradually lost its competitive position in the confectionery market. So can Bao Minh take advantage of his USP to get up or not? In 2021, how will Bao Minh reach out to regain its position? Let's wait and see.

# Other Clients



## ELITE HUMAN RESOURCE

### MARKETING EXECUTIVE

Content creation for Elite HR is not an easy thing. In addition to giving directions for the brand, we also need to solve the problem of the extremely diverse segment of customers of Elite HR. Fortunately, for a tight budget, Elite HR has been able to launch a Viral Idea that both creates customer trust and attracts consumers.

## E-COMMERCE SANG TAY

### BRAND SOLUTION

Innovative brand for e-commerce website Sang Tay, giving the directions in design, logo insight through research of target customer file. Thereby creating a standard set of applications as well as stylish design for website and mobile app.

# Other Clients



## **OMI PHARMA**

### MARKET RESEARCH

Research and development of the market for the product lines of Kincho Japan. Predict trends, the suitability of the product line for Vietnam Kincho.

## **SEG-C ART - OCCULTISM**

### BRAND STRATEGY CONSULTING

Working in the field of spirituality and occultism for the first time, but this is memorable experience of the project with Seg-C Art.

With the orientation "A place to share information related to spirituality and healing messages", I hope Seg-C Art will help more people understand and love occult art.

# SPOTLIGHT CAMPAIGNS

## General overview

Typical campaigns are evaluated on their relevance to the brand.  
Analysis overview: Brand Situation, Solutions, Implementation Process.



# GEMINI COFFEE

## BRAND SITUATION

Revenue decreased, tea consumption was low. Gemini has not yet created a touchpoint for female customers

## SOLUTIONS

- On the occasion of Vietnamese Women's Day 8/3. Launching a new line of tea combined with humanistic communication events. The purpose is to bring the brand closer to female customers, creating unique values for women on March 8.

## IMPLEMENTATION PROCESS

- Brand research:  
Female (25-40), married, working in the city. They like sweet things, surprises, sometimes small gifts. Love going on a date with your lover/husband on special days. Urban lifestyle, often use electronic devices to update the information.
  - Media event:  
Giving 500 flowers to unskilled women around Gemini area.
  - Media channels: Facebook, Instagram, POSM, Press.
  - Campaign stats:  
The number of people coming to the store is 4 times more  
The number of customers who are couples is 2 times  
Sales increased 2 times compared to the previous campaign.

# ●● JUICYMEE

## BRAND SITUATION

The number of people buying the product decreased due to the repeated use of the old product. Over 60% of customers wishing to use healthy products combined with collective GYM, need to develop the new products to meet customer needs.

## SOLUTIONS

- Introduce new product range to match customer experience
- Promote the customers need to pay attention to the balance of calories, exercise to get a slim body, healthy and better health promotion.

## IMPLEMENTATION PROCESS

- Brand research:

Office people, doing business and trading jobs, jobs with unstable diets. However, I like beautifully decorated products, like to learn about healthy eating trends.

- Media channel: POSM, Influencers, Facebook, Instagram, CRM
- Campaign stats:

The number of old customers using new products is 39%

The number of new customers increased by 2 compared to the previous product launch campaign

The number of people knowing about the product through online media and coming to use it at the store tripled.



# ELITE HUMAN RESOURCE



## BRAND SITUATION

Brand is not popular with target customers. Targeting a wide variety of customers. Enterprises have not yet outlined a specific personality for the brand

## SOLUTIONS

Segmenting customer objects, promoting brand interaction with customers through different communication channels. Build the brand's style like a leader.

## IMPLEMENTATION PROCESS

- Brand research:

Candidates want to find a place providing accurate information on the recruitment and ensure the purity of companies and enterprises. Provide practice in the interview round. On the other hand, businesses want to recruit candidates get large, moderate recruitment packages, the assurance of quality apply.

- Media channel: Website, Facebook, LinkedIn, CRM



# Omi Pharma

## BRAND SITUATION

Omi wants to bring Japanese Kincho products to the Vietnamese market

## SOLUTIONS

Research products, compare with competitors about the same customer segment and existing products in the market. Research consumer behavior for this product line.

## IMPLEMENTATION PROCESS

- Product market

Kincho's product price is higher than similar products. Kincho's performance is less than that of other products and is not suitable in terms of geographical environment.

- Consumer behaviour:

Product segment customer less frequent use Vietnam. Affordability customers for this product is low and considered as substitutes.

# CONTACT DETAILS

For bookings or co-operate

## **PERSONAL BLOG**

[cafewhyn.food.blog](http://cafewhyn.food.blog)

## **MOBILE PHONE**

039.363.7060

## **EMAIL ADDRESS**

[phanhyn1996@gmail.com](mailto:phanhyn1996@gmail.com)



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**THANK YOU FOR  
COOPERATION!**