

KHANKHAM BOUSATY



PERSONAL INFO

Name: Khankham Bousaty
Date of Birth: 11 December 1984
Age: 40 years old
Marital Status: Married with 2 Children

CONTACT

Address:
Ban Sokkham, Saysettha District,
Vientiane Capital

Phone & Whatsapp:
020 55993611

Email:
Khankhambst@gmail.com

SKILLS

- Product development insight
- Market insight
- Event planning, promotion and Execution
- Social media content strategy
- Sales analysis

LANGUAGES

Lao:
■■■■■
Native

English:
■■■
Intermediate

SUMMARY

Accomplished senior brand manager with extensive experience in leading brand strategy, marketing initiatives, and product development for renowned beverage brands. Demonstrates experience in event planning, digital and social media marketing and customer research to drive demand generation and enhance market presence. Managing successful product launches, optimizing marketing budgets. Career focus on leveraging innovative marketing strategies to ensure sustained brand growth and market leadership.

EXPERIENCE

Senior Brand Manager-Tigerhead Drinking Water

01/2024 - Current

Lao Brewery Company Limited - Vientiane Capital

- Leading the brand strategy and marketing initiatives for Tigerhead Drinking Water.
- Overseeing product development, market research, Innovation, Communication Campaign, and promotional campaigns.
- Coordinating with cross-functional departments to ensure brand consistency and growth.
- Working on ground events to ensure brand presence and engagement.
- Administered brand marketing budget, optimizing spending across marketing sections for efficient allocation.
- Coordinated with external agencies to produce marketing materials, brand activation ensuring brand experience is delivered.
- Coordinated with sales teams to align promotional strategies, driving sales growth, Visibility and execution.
- Managed product launches, coordinating efforts across departments for seamless execution.
- Evaluated market research outcomes for improved advertising and brand strategy.

Brand Manager-Energy and sports drink (Sting & Revive)

03/2018 - 01/2024

Lao Brewery Company Limited - Vientiane Capital

- Leading in Sting brand growth journey from low awareness to high awareness positioning through marketing strategy particularly sampling and trial nationwide project and communication.
- Directed the marketing and branding efforts for the Sting energy drink.
- Developed and executed marketing strategies to increase brand awareness and market share.
- Collaborated with sales teams to drive product distribution, visibility and sales performance to strengthen brand present and sales growth.
- Reviewed sales data to forecast market trends and adapt marketing strategies.
- Managed product launches, coordinating efforts across departments for well-organized execution.
- Analyzed customer and Consumer feedback, implementing changes to improve customer and consumer satisfaction and brand loyalty.
- Coordinated with external agencies to produce marketing materials, ensuring consumers engaging with brand experiences.

HOBBIES AND INTERESTS

- go on social media like Facebook, YouTube and travel apps.
- play with kids and family on weekend
- like travelling to reward myself yearly
- playing sport sometime
- like cooking
- watching series

Brand Manager-Non-Cola (Mirinda, Sting & Revive)

07/2017 - 12/2018

Lao Brewery Company Limited - Vientiane Capital

- Managed the branding and marketing activities for Mirinda, Sting, and Revive.
- Implemented promotional campaigns and product launches to enhance brand visibility.
- Analyzed market trends and consumer insights to inform strategic decisions.
- Managed sponsorship activities for schools under contract and implemented brand execution strategies to enhance brand experiences among young consumers.

Assistant Brand Manager-CSD,

01/2015 - 06/2017

Lao Brewery Company Limited - Vientiane Capital

- Assisted in the development and execution of marketing plans for carbonated soft drinks (CSD).
- Supported the brand manager in coordinating marketing activities, events and market research and competitor analysis to identify growth opportunities.

Sponsorship Executive,

01/2012 - 12/2014

Lao Brewery Company Limited -Vientiane Capital

- Managed sponsorship agreements, partnerships and execution to promote brand engagement.
- Negotiated contracts and coordinated sponsorship activities with external partners.
- Monitored and evaluated the effectiveness of sponsorship initiatives.

Secretary to Deputy Managing Director, Commercial Department

04/2009 - 12/2011

Lao Brewery Company Limited -Vientiane Capital

- Provided administrative support to the Deputy Managing Director.
- Coordinated meetings, managed schedules, travelling plans and handled correspondence.

Land Surveyor,

09/2005 - 03/2009

Land Certificate and Administration Office -Vientiane Capital

- Conducted land surveys and prepared land certificates.
- Collaborated with government officials and property owners to ensure accurate land documentation.
- Utilized surveying equipment and software to perform precise measurements and data analysis.

EDUCATION

Bachelor of Business Administration: Business and Administration, 2007

Comcenter College

Diploma of Higher Education: Land Surveying and Administration, 2005

National University of Laos - Polytechnic Vocational School