

Caroline Muller

Nationality: Belgium/ New Zealand - **Date of birth:** 21/10/1987

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Work Experience

June 2015 - Present
Mondelēz International

Brand Manager Milka Western Europe

- Management and follow up of Milka P&L
- Roll out new product launches in the Western Europe Area (Benelux and France)
- Drive growth through creation and implementation of strategy and business plans
- Local Brand Equity Keeper

February 2014- June 2015
Mondelēz International

Brand Manager Gum and Candy Benelux

- Management and follow up of category P&L
- Implementation of key strategic projects: Sponsorship Rock Werchter and Tomorrowland
- Execution and follow up of new product launches
- Drive category relevance through implementation of new Brand Equity
- Management and mentoring of Interns and Junior Brand Manager

April 2012- February 2014
Kraft Foods

Jr Brand Manager Gum and Candy

- Execution of new product launches
- Analysis of brand performance and competition (Nielsen- GFK- Milward Brown)
- Conduct sampling and below the line activities for the local brand plans
- Roll out of the online strategy (FB- Twitter- Brand Website)
- Coaching and mentoring of Interns

October 2011- March 2012
Kraft Foods

Trade marketing internship

- Development of displays/ POS material
- Analysis of past promotional activities
- Analysis of current and past sales figures

Education

2010- 2011

International Master in Marketing (Magna Cum Laude)

EADA Business School (Barcelona, Spain)

2009- 2010

Advanced Chinese Studies (Maxima Cum Laude)

Beijing Language and Culture University (China)

2006- 2009

Bachelor of Arts with a major in Chinese and a minor in Economics (Magna Cum Laude)

Catholic University of Leuven (Belgium)

Trainings

2013

Facebook Headquarters
(London, UK)

Social Media Training (FB-Twitter-Instagram)

- Defining and evaluating Social Media KPI's
- Develop Social Media strategy for Stimorol across EU region

2014

Dentsu Aegis Headquarters
(London, UK)

Translation of Business Objectives into Media & Activation

- Creation integrated media and activation plan (connections plan)

2015

Amsterdam, Netherlands

Agency Supplier Management

- How to inspire agencies through briefings and constructive feedback

Skills and Qualifications

English/Dutch : Native tongue

French: Fluent

Mandarin: Fluent

German: Basic

Spanish: Proficient

Computer Literacy: Proficient in use of Microsoft Excel, PowerPoint, Word, Nielsen Answers.

Additional Information

Hobbies: running (marathon training), hiking, weight training, yoga, nutrition, traveling, photography