



+1 234 567 89 10

vanessamoses@gmail.com

New York, NY

EDUCATION

Bachelor of Science in Marketing

New York University, NY
2015 - 2019

SKILLS

- Product Launch Strategy
- Market Research & Analysis
- Cross-Functional Collaboration
- Budget Management
- Brand Positioning
- Consumer Insights

AWARDS

- "Best New Product Launch" at L'Oréal USA (2024)
- Recognized by senior management at Estée Lauder Companies for contributing to a 20% increase in online sales through targeted campaigns. (2021)

VANESSA MOSES

ASSOCIATE BRAND MANAGER

PROFESSIONAL SUMMARY

Dynamic Associate Brand Manager with 5+ years of experience successfully launching products and conducting in-depth market analysis. Seeking to leverage analytical skills and creative strategy to drive brand growth at Unilever.

EXPERIENCE

- January 2022 - Now

Associate Brand Manager

L'Oréal USA / New York, NY

- Spearhead the launch of 3 new skincare product lines, resulting in a 15% increase in market share within the first year.
- Conduct comprehensive market research and competitive analysis, identifying key trends and consumer insights that informed the brand's strategic direction.
- Collaborate with cross-functional teams, including R&D, sales, and creative, to ensure cohesive brand messaging across all channels.

- June 2019 - December 2021

Assistant Brand Manager

Estée Lauder Companies / New York, NY

- Assisted in the development and execution of marketing plans for the Clinique brand, focusing on new product launches and promotional activities.
- Conducted SWOT analysis and presented findings to senior management, leading to strategic adjustments that improved brand positioning.
- Coordinated with external agencies on advertising campaigns, contributing to a 12% increase in brand awareness.

COURSES

- 2023 / Association of International Product Marketing and Management

Certified Brand Manager (CBM)

- 2022

Google Analytics Certification