



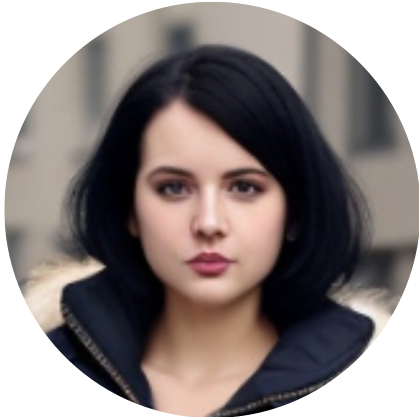
HELEN TARRANT

Franchise Brand Manager

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United States, San Antonio, TX 



PROFESSIONAL SUMMARY

Experienced Franchise Manager with expertise in optimizing brand performance and franchisee operations across prominent networks. Proven success in enhancing revenue, improving satisfaction, and driving brand growth through strategic marketing. Known for creating impactful marketing campaigns and providing exceptional support to achieve significant business results.

EDUCATION

2008 - 2012

Bachelor of Business Administration in Marketing

University of Texas at Austin / United States, TX

SKILLS

- Franchise Brand Management Expert
- Strategic Marketing and Campaign Development Expert
- Franchisee Training and Support Expert
- Market Analysis and Performance Metrics Expert
- Cross-Functional Team Collaboration Expert
- Budget Management and Optimization Expert
- Customer Acquisition and Retention Expert

EXPERIENCE

2019 - Now

Franchise Brand Manager Subway / United States, San Antonio, TX

- Lead brand management and strategic initiatives for 20 Subway franchise locations.
- Develop and execute targeted marketing campaigns that resulted in a 25% boost in customer acquisition.
- Deliver comprehensive support and training programs for franchisees.
- Conduct market analysis and performance reviews to identify growth opportunities and refine brand strategies.

2017 - 2019

Regional Marketing Manager Planet Fitness / United States, Houston, TX

- Directed regional marketing strategies for 12 locations, achieving a 15% increase in market share.
- Implemented effective digital and print marketing strategies, resulting in a 22% rise in gym membership sign-ups.
- Managed a regional marketing budget of 0,000, maximizing ROI through strategic campaign planning and execution.

2012 - 2017

Franchise Coordinator The UPS Store / United States, Dallas, TX

- Supported day-to-day operations for 25 The UPS Store franchise locations, facilitating new staff onboarding and adherence to brand standards.
- Assisted in developing marketing materials and local promotions, contributing to a 10% increase in sales across franchise locations.
- Monitored performance and provided actionable feedback, resulting in a 15% improvement in operational efficiency and customer service.

