

PROFESSIONAL SUMMARY

Dynamic and results-driven Senior Brand Manager with experience in developing and executing strategic brand initiatives for leading consumer goods companies. Proven track record of enhancing brand equity, driving market growth, and leading cross-functional teams to deliver innovative marketing campaigns. Adept at leveraging market insights and data-driven strategies to optimize brand performance and achieve business objectives.

EDUCATION

Master of Business Administration (MBA)

University of California, Berkeley  
Graduated: 2018

Bachelor of Arts in Marketing

University of Michigan, Ann Arbor  
Graduated: 2014

Certifications

- Certified Brand Manager (CBM) – Brand Management Institute, valid till 2026
- Digital Marketing Certification – HubSpot Academy, 2023

SKILLS

- |                                      |        |
|--------------------------------------|--------|
| Brand Strategy Development           | Expert |
| Market Research & Analysis           | Expert |
| Integrated Marketing Campaigns       | Expert |
| Cross-Functional Team Leadership     | Expert |
| Budget Management & ROI Optimization | Expert |
| Digital & Social Media Marketing     | Expert |
| Consumer Insights                    | Expert |
| Creative Direction                   | Expert |
| Negotiation & Contract Management    | Expert |

EXPERIENCE

2018 - Now

Senior Brand Manager  
Procter & Gamble / Cincinnati, OH

- Spearhead the rebranding of the company's flagship Tide product line, resulting in a 25% increase in market share and a 30% boost in annual revenue.
- Develop and implement integrated marketing campaigns across digital, social media, and traditional channels, leading to a 40% increase in brand engagement.
- Manage a team of 5 marketing professionals, providing mentorship and guidance to enhance performance and collaboration.
- Conduct in-depth analysis to identify emerging trends and consumer preferences, shaping the brand strategy to align with market demands.
- Oversee a \$5 million annual marketing budget, ensuring effective allocation of resources and maximizing ROI.

2014 - 2018

Brand Manager  
Unilever / Berkeley, CA

- Led the successful launch of the new Dove Men+Care product line, achieving \$10 million in sales within the first year and positioning the brand as a market leader.
- Executed comprehensive market research and competitive analysis to inform product development and marketing strategies.
- Collaborated with creative agencies to design and produce impactful advertising materials, enhancing brand visibility and consumer perception.
- Managed brand partnerships and sponsorships, negotiating contracts and overseeing execution to drive brand awareness and loyalty.

PROFESSIONAL AFFILIATIONS

- Member since 2022, American Marketing Association (AMA)
- Member since 2019, Brand Management Association (BMA)