

FIRSTNAME I. LASTNAME

firstname.lastname.2018@gmail.com

Address - City - State - Zip Code

(212) 555-1212

BRAND MANAGER

Brand Manager • VP, Brand Management • VP, Brand & Marketing • Head Of Marketing
Collaborative Leader • New Product Innovation • CPG Marketing • Omnichannel Strategist
Led Business Growth • Increased Productivity • Reduced Costs • Effective Recruiter
Team Leadership Award 2018 • 3x Employee of the Year • Promoted Early • Public Speaker

WORK EXPERIENCE

Company Name, Inc., New York, NY
VP, Marketing

Jan 2015 - present

Manufacturer of Industrial Tools and Household Hardware

- Achieved brand revenue growth of xx% through integrated...
- Increased sales of a \$xM product portfolio after rebranding...
- Realized xx% growth and \$xxM revenue by repositioning...
- Drove xx% incremental profits through consumer and...
- Accelerated xx% growth and \$xxM revenue by rebrand...
- Orchestrated rebrand of x brand for revenue increase of...
- Directed YouTube campaign to see viral success of xxM...
- Developed experiential campaign that drew media...

Prior Company, Inc., New York, NY
Brand Guardian

Jan 2011 - Jan 2015

Manufacturer of Household & Industrial Electric Heating Products

- Increased Sales Team from xx to xx after success of...
- Achieved multi-region sales of \$xM after digital campaign...
- Produced marketing strategies to bring an xx% increase in...
- Delivered rebrand on \$xM product portfolio to show an...
- Created video series that achieved xxx views and xxx...
- Optimized social, CRM and E-Commerce to raise demand...
- Expanded displays across xx retail spaces to see a x% rise...
- Led UX methodology review to achieve a x% CTR increase...

Prior Company, Inc., New York, NY
Multinational Technology Company

2004 - 2011

Brand Manager

Jan 2010 - Jan 2011

- Produced Omnichannel strategy for \$xM product launch...
- Exceeded all top x portfolio goals by a cumulative xx%...
- Generated \$xM from x new product launch campaigns....
- Achieved record consumer response rate of xx% for...

Associate Brand Manager

Jan 2004 - Jan 2010

Promoted From Associate Brand Manager to Brand Manager

- Contributed to generation of client contract worth xM...
- Achieved LP conversion rate of xx%, an increase of x%...
- Increased social media presence by xx% to over xxx...
- Produced consumer trade show with participation of xxx...

Prior Company, Inc., New York, NY

Jan 2001 - Jan 2004

Quality Analyst - Brand Health

Advertising, Marketing and Public Relations Agency

- Expanded client campaign to digital to see a xx% rise...
- Produced in-house client campaign that increased...

EDUCATION

Grad School University Name

2001

Master's in Precisely Specific Degree

- Winner of award, distinction or honor
- Winner of award, distinction or honor

Undergraduate College or University Name

1999

BS/BA in Precisely Specific Degree

- Winner of award, distinction or honor

OPTIONAL PERSONAL, AWARDS, TECHNOLOGIES, KEYWORDS

Team Leadership Award 2018, 3x Employee of the Year (2018, 2016, 2014), Conversion Path, Customer Acquisition Cost (CAC), Customer Relationship Management (CRM), Lead Generation, Omnichannel, Omnichannel Strategy, Digital, Integrated, Product Life Cycle, Buyer Behavior, Experiential, Paid Channels, Social Media, Print, SEM, SEO, Search, B2B, B2C, Rebrand, Messaging, Email, Justuno, IntelligenceBank, Asset Bank, Ontrack Workflow, Bynder, Wedia, Frontify, Pageflex, Brand24, NetX, Propago, Prisync

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