
Associate Brand Manager Resume

Job Objective

Seeking a career as Associate Brand Manager in which I can use my skills and experience to grow with company and become a valued member of the team.

Highlights of Qualifications:

- Admirable experience in developing brands and marketing products
 - Operational knowledge of Microsoft Office applications and Adobe products
 - Deep knowledge of marketing strategies and research
 - Immense ability to develop strategies for stakeholders
 - Exceptional ability to work in a fast paced environment and prioritize work
 - Good communication skills in both written and oral forms
 - Skilled to prepared presentations for projects
 - Proficient in copywriting
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Professional Experience:

Associate Brand Manager
Cadbury Schweppes, Kansas City, KS
October 2008 – Present

- Coordinated with brand management team and prepared brand strategies and marketing initiatives.
- Developed marketing plans and related communication along with same.
- Analyzed new products and prepared reports on features on trends on a regular basis.
- Monitored all sales processes and programs and ensured its effectiveness.
- Prepared creative briefs with for advertisements on television, print and internet.
- Assisted purchasing, supply and sales team in everyday work.
- Evaluated customer base and provided insights on consumer through analysis.
- Developed all projects according to projects and timelines.

Brand Analyst
VF Corporation, Kansas City, KS
August 2003 – September 2008

- Developed annual marketing plans and prepared required budgets and timeline.
- Analyzed all program and business results and researched on competitive trends.
- Monitored marketing materials and ensured compliance to legal regulations.
- Managed all materials and programs according to company standards.
- Prepared presentation for products to be presented to senior management.

Brand Marketing Specialist
Transitions Optical, Kansas City, KS
May 1998 – July 2003

- Coordinated with product managers and prepared strategic plans for marketing.
 - Developed various strategies for products across channels.
 - Assisted Brand marketing manager in ensuring effectiveness of program.
 - Prepared brand strategies and facilitated its development
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Education:

Bachelors Degree in General Business
Monterey Peninsula College, Monterey, CA

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