**NAME**

555-555-5555

name@gmail.com | <https://www.linkedin.com/in/name/>

Boston

**MARKETING & STRATEGY 🞍 BRAND MANAGEMENT 🞍 INNOVATION**

**Marketing and Brand Professional s**killed in bringing strategic concepts to fruition by creating consumer driven product redesign, innovation and go-to-market strategies. Known for cultivating teamwork among cross-functional departments to grow brand equity and bottom-line profit. ***MBA degree.*** Expertise includes:

* Market Research
* Data Analytics
* Strategic Planning
* Executive Presentations
* Financial Analysis
* Communications Strategy
* Social Media Strategy
* Program Development
* Change Management

**Technical Skills**: Nielsen, IRI, Cap IQ, Qualtrics, Bloomberg, Dealogic, internal CRM

**EXPERIENCE**

**FOOD COMPANY,** City, ST **Year - Year**

*Co-owned by XYZ and the ABC Group, Food Company is a U.S.-based food company known for its varieties of \_\_\_\_, \_\_\_\_\_, and other food products.*

***Associate Brand Manager***

* Led cross functional teams in consumer-driven product and packaging renovation projects, including packaging redesign for Club, improving profitability by 15 %, and repositioning and new label design of the Dark Chocolate Dip innovation to enter new category
* Developed three-year innovation strategy for $87 million Single Serve portfolio
* Analyzed business performance and category trends using IRI consumption data, internal shipments data, and social listening to formulate and execute actionable recommendations. Sent weekly innovation report with recommendations for performance improvements including go-to-market strategies
* Collaborated with Shopper Marketing, Brand Communications and Sales to develop and implement go-to-market strategies for innovations and integrated marketing seasonal campaigns, including consumer promotions and advertising for new Kids products, Super Bowl, Summer and Back to School to deliver volume targets
* Managed $1.5 million non-working Core Marketing spend, liaised with finance, accounting, and accounts payable to deliver efficient spending and provide monthly guidance to achieve total company spend management

**CANDY INC.,** Nashville, TN **Summer Year**

*Ranked by \_\_\_ as the xth largest privately held company in the US.*

***MBA Brand Management Intern - Innovation***

* Received full-time offer after completing summer internship
* Developed a licensing business strategy with the potential to earn $35MM in incremental revenue over five years. Presented to senior leadership and received CMO approval to charter a licensing program
* Designed six licensed product concepts created in collaboration with a graphic designer and concept tested with consumers. Recommended products received up to 78% customer intent to buy scores, 2x the benchmark norms, and the innovation team is moving forward with chartering these products
* Utilized Nielsen data to analyze industry and competitive trends, communicated findings and recommendations to marketing team, allowing company to better position themselves in the category

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**ABC BANK**, City, ST **Year - Year**

*ABC Bank is the principal subsidiary of ABC Bancorp, a diversified bank holding company and Fortune 500 company, [NASDAQ: ABCB]*

***Associate Relationship Manager | Consumer Retail Industry Group, City, ST, year - year***

* Consulted with retail and consumer packaged goods companies to provide strategic cash management solutions, including payables and receivables optimization to help clients save money and increase efficiency
* Analyzed industry and financial data for key clients (including Signet, Macy’s, Sequential Brands, Kroger, Walgreens, TJX, Hanesbrands, and Dollar General) in order to provide credit and market bank products
* Founding member of the National Retail industry group. Transitioned existing clients and led business development to acquire 15 new clients in three years through prospecting and consistent targeting efforts
* Collaborated with cross-functional partners including Debt Capital Markets and Investment Banking. Led “One Bank” strategy team meetings to prioritize client calling efforts
* Simplified complex data into graphic form for company-wide loan approval committee meetings, influencing stakeholders and creating a more effective decision-making process
* Managed and mentored four rotational Commercial Associates and eight additional analysts

***Commercial Leadership Development Program****,* ***City, ST, year - year***

* Completed two-year rotational program with three months of credit training followed by 5 rotations through credit and sales groups within the bank
* Co-chaired the Employee Engagement Committee. Executed semi-annual town hall and two company-wide summer events with 150+ employees in three-month period
* Led three centers of influence events with accounting firms to build a referral network of approximately 15 accountants for the Treasury Management officers, leading to increased business referrals

**BIOCOMPANY INC.**, City, ST **Summer Year**

*Fortune 500 Biotechnology Company.*

***Public Affairs Intern***

Developed content for company’s internal news; produced marketing materials for internal communication

**EDUCATION**

**VANDERBILT UNIVERSITY OWEN GRADUATE SCHOOL OF MANAGEMENT,** Nashville, TN

Master of Business Administration, **Year**

Concentrations: *Marketing and Strategy | Specialization: Brand Management*

* Owen Development and Alumni Relations Fellowship | Owen Peer Coach
* Senator, Owen Student Government Association
* Owen Marketing Association, VP of Events & Director of Finance
* Director of Inclusion, Women’s Business Association
* Winner, Owen 20xx Brand Week ABC/Endeavor Marketing Challenge

**GREAT UNIVERSITY,** City, ST

Bachelor of Science, *magna* *cum laude,* **Year**

Major: Marketing | Minor: Management |

3.98 GPA, University Honors College