

George Smith

Brand Manager

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Profile Summary

Accomplished Brand Manager with over 8 years of experience in developing and executing innovative marketing strategies for leading global brands. Proven track record of increasing brand awareness and driving revenue growth through creative campaigns and strategic partnerships. Adept at utilizing market research to align brand positioning with consumer needs and preferences.

Work Experience

Senior Brand Manager

Procter & Gamble

1st Jan, 2016 - Present

- Led a cross-functional team to launch a new product line, achieving a 20% increase in market share within the first year.
- Developed and executed a digital marketing campaign that increased online engagement by 30% and boosted sales by \$3 million.
- Collaborated with international teams to revitalize the brand's global image, resulting in a 15% boost in brand recognition.

Brand Manager

Unilever

1st Jan, 2012 - 31st Dec, 2015

- Managed brand positioning and strategy for the company's flagship product, increasing annual sales growth by 25%.
- Conducted market research and consumer studies to ascertain brand perceptions, which informed future marketing strategies.
- Implemented loyalty programs that enhanced customer retention rate by 18% and improved customer satisfaction scores.

Education

Harvard Business School

MBA, Marketing

1st Sep, 2009 - 31st May, 2011

University of California, Berkeley

Bachelor of Arts in Business Administration

1st Sep, 2005 - 31st May, 2009

Skills

Brand Strategy, Digital Marketing, Market Research, Communication, Team Leadership

Notable Projects

Global Rebranding Initiative

Led the global rebranding initiative for a key product, revitalizing its image and increasing market share by 15% across international markets.

Certifications

Certified Brand Manager

Issued by Brand Management Institute, 1st Feb, 2020

Awards

Marketing Excellence Award

Awarded by Procter & Gamble, 1st Dec, 2018