
Assistant Brand Manager Resume

Job Objective

Seeking work as Assistant Brand Manager with company to advance my skills and career in this field.

Highlights of Qualifications:

- Wide experience in developing and managing sales cycles and resolving all practical problems in manufacturing industries
 - Exceptional knowledge of marketing and its related principles
 - Profound knowledge of developing creative strategy for interactive media
 - Remarkable ability to develop market plans and brand positioning
 - Outstanding ability to perform consensus of diverse groups
 - Amazing skills to prepared reports and related correspondence
 - Ability to create marketing plans, develop product positioning
 - Proficient in preparing presentations for marketing products
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Professional Experience:

Assistant Brand Manager
Nestle Purina, Sevier, NC
October 2008 – Present

- Developed annual marketing plans and prepared strategies for product positioning.
- Administered every day marketing activities for entire product line.
- Designed and implemented launch plans for product.
- Prepared sales training materials and evaluated products and provided optimal customer services.
- Analyzed brand requirement and recommended changes in strategies if required.
- Managed and ensured timely delivery of all new courses and associated upgrades.
- Monitored marketing expenditures and ensured compliance to all budgetary guidelines.
- Maintained good relationships with clients and assisted in selling educational services.

Brand Specialist
Safeway Inc, Sevier, NC
August 2003 – September 2008

- Developed and promoted wine tasting sessions for accounts at various events.
- Maintained good working relationships with distributor, key accounts and personnel.
- Coordinated with field employees for all pre event details and analyzed post event requirements for future forecasts.
- Monitored personal and local marketing expenses.
- Participated in general sales meeting with various distributor personnel.
- Managed timelines and ensured satisfactory attendance of employees to complete all brand related events.

Brand Analyst
Mary Kay Inc, Sevier, NC
May 1998 – July 2003

- Developed annual marketing plans and prepared allocation strategies and budgets.
 - Analyzed business results and competitive trends and prepared brand and market programs accordingly.
 - Planned various programs for price promotions and new product launches.
 - Evaluated marketing materials and ensured compliance to all legal regulations.
 - Ensured marketing programs according to company standards.
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Education:

Bachelor's Degree in General Business
Oakland University, Rochester, MI

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