
Brand Consultant Resume

Job Objective

To obtain a Brand Consultant position and to contribute to the success and reputation of the company.

Work Experience:

Brand Consultant, August 2005 – Present
Pilot, Visalia, CA

- Provided creative thinking and interpretation of consumer and market insights using strategic analysis.
- Participated as a team member and team leader to service the day-to-day strategic and project management activities of existing accounts.
- Prepared estimates and proposals.
- Maintained and monitored costs associated with projects.

Brand Consultant, May 2000 – July 2005
Minerva, Inc., Visalia, CA

- Prepared presentations, presented to clients and conducted retail and category audits.
 - Presented new ideas for development of a project and brand as a whole.
 - Worked effectively with the Product teams to get the appropriate products into the bundles solutions.
 - Accompanied Messaging team to develop the plan of core solutions and programs.
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Summary of Qualifications:

- Remarkable brand management experience within consumer products industry
 - In-depth knowledge of marketing strategy, concepts tools and techniques
 - Sound knowledge of client service leadership and consumer packaged goods
 - Huge knowledge of computing environments and relevant services
 - Skilled in working with vendors and solution providers
 - Ability to take ideas from concept to implementation
 - Excellent project management skills and interpersonal skills
 - Strong business writing skills and communication skills
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Education:

Bachelor's Degree, North Central Texas College, Gainesville, TX
Master of Business Administration, Loyola Marymount University, California, CA

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