
BRAND DIRECTOR RESUME

Career Objective:

Seeking a position as Brand Director with an opportunity for advancement.

Summary of Qualifications:

- Remarkable experience of brand management and marketing
- Profound knowledge of general management, business planning, portfolio and analysis
- Extensive knowledge of leading product and corporate brand campaigns
- Skilled in Brand Equity Management, Brand Communication and Media Management
- Good understanding of marketing strategies, visions, and corporate initiatives
- Proficient with Microsoft Office Suite – Word, Excel, PowerPoint and Outlook
- Familiarity with all forms of communication and marketing
- Proven record in Marketing new product
- Ability to attract and retain highly skilled and creative people
- Ability to communicate strategies and concepts across a large organization

Work Experience:

Brand Director, August 2005 – Present
AmerisourceBergen Corporation, Berkeley, CA

- Developed and implemented integrated strategic marketing plans to promote the brand both internally and externally.
- Developed and facilitated a cross functional brand and marketing steering committee.
- Created a system of tools and ensured brand consistency.
- Created a social media channel brand strategy and managed the implementation, executed and monitored the social media team.
- Coordinated brand development with marketing services, marketing managers, product and research.
- Conducted regular communication audits to insure brand consistency and optimization.
- Ensured that all marketing channels support the value proposition of the brand.

Brand Director, May 2000 – July 2005
Mary Kay Inc., Berkeley, CA

- Developed and lead annual brand strategy.
- Monitored brand performance, utilized all available data and resources and developed plans to course correct when necessary.
- Lead product renovation initiatives that enhanced consumer and financial value through product improvements, packaging improvements and cost improvements.
- Analyzed and evaluated the effectiveness of marketing programs and offered recommendations for future programs.
- Performed brand analysis to better understand Consumer and Business trends.
- Conducted consumer research to enhance understanding of the brand portfolio group.
- Trained, developed and coached brand management employees to reach higher levels of performance and skill development.

Education:

Bachelor's Degree in Business, Kentucky State University, Frankfort, KY

Master's Degree in Business Management, Buena Vista University, Storm Lake, IA

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