
Brand Specialist Resume

Job Objective

Seeking a position as Brand Specialist in which my abilities and experience can aid in the growth of the company.

Highlights of Qualifications:

- Remarkable experience in Brand and Product Development
 - Huge knowledge of evaluating sales and retail selling reports
 - Deep knowledge of negotiation and consultative sales
 - Familiarity with SAP and MS Office
 - Superior communication, presentation and negotiation skills
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Professional Experience:

Brand Specialist
Fossil, Oak Brook, IL
May 2006 – Present

- Aided as main point of contact for subsidiaries and distributors.
- Evaluated shop market, price value and assortment.
- Reviewed selling data and established new fixtures.
- Established collateral materials and managed brand related trade fairs.
- Coordinated with planners and formulated detailed business play.

Brand Specialist
Novartis Oncology, Oak Brook, IL
March 2003 – April 2006

- Enforced promotional mix to meet customer requirements.
 - Reviewed business performance and coordinated with external agencies.
 - Aided team to achieve team goals.
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Education:

Bachelor's Degree in Marketing
Mayville State University, Mayville, ND

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