
Brand Strategist Resume

Job Objective

Talented and dedicated Brand Strategist seeking employment in a growth oriented organization.

Highlights of Qualifications:

- Extensive experience with brand strategy management activities
 - Thorough knowledge of marketing techniques
 - Familiarity with creative digital media
 - Ability to develop new business opportunities
 - Ability to develop new creative insights to meet sales goals
 - Ability to work well with research and marketing teams
 - Proficient with MS suite of products
 - Superior people management and presentation skills
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Professional Experience:

Brand Strategist

Crawford Group, Charleston, WV

August 2007 – Present

- Performed qualitative and quantitative researches of marketing data.
- Developed brand strategies and messaging based on client objectives.
- Prepared and edited client deliverables.
- Assisted brand program manager to execute programs within deadlines.
- Developed marketing solutions to achieve revenue goals.
- Assisted in sales forecasting and planning activities.
- Maintained productive relationships with new and existing clients.
- Prepared strategic and creative briefs for campaigns.

Brand Strategist

Horizon Media, Inc., Charleston, WV

May 2004 – July 2007

- Developed strategic media plan based on brand marketing goals.
 - Provided marketing direction according to current media trends.
 - Negotiated media package contracts with clients.
 - Managed expenses within assigned budgets.
 - Resolved media-related issues in a prompt manner.
 - Managed daily communications with clients and ensured their satisfaction.
 - Participated in client meetings and brainstorming sessions to develop creative marketing solutions.
 - Recommended media packages for marketing initiatives.
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Education:

Master's Degree in Business Management

TransPacific Hawaii College, Honolulu, HI

Bachelor's Degree in Business Management

Pennsylvania State University, University Park, PA

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