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## Branding Consultant Resume

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### Job Objective

To obtain a Branding Consultant position that will promote growth, stability and opportunity for advancement.

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### Work Experience:

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Branding Consultant, August 2005 – Present  
Verizon Communications, Austin, TX

- Worked effectively with advertising agency, product management, legal and marketing strategy in development of communications. media and advertising materials.
- Developed and coordinated marketing communications plans and materials.
- Documented agency assignment briefs and worked with agency teams to create direct marketing campaign materials.
- Developed proofs direct marketing and advertised text and layout in support of promotion and customer retention campaigns.
- Integrated key messaging claims across various tactics, direct mail packages, ANA, bill messages and other tactics.

Branding Consultant, May 2000 – July 2005  
New York Life, Austin, TX

- Developed brand strategies and implementation strategies for clients that include brand and communication plan, marketing activities, advertising and promotion programs.
  - Coordinated and organized the development of the brand strategy throughout the organization.
  - Monitored and supervised brand research and analyzed the findings.
  - Developed proposals and conducted presentations.
  - Provided brand training and facilitated workshops.
  - Worked effectively with partners and brief creative agencies on the brand strategy and communication strategy.
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### Summary of Qualifications:

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- Vast experience in brand management and marketing for consumer products
  - Ability to Researches, analyzes, and monitors financial to capitalize on market opportunities
  - Good knowledge of brand management operating budget
  - Proficient in MS Office suite, Adobe Suite, Flash and Dreamweaver
  - Ability to present and articulate design concepts and issues
  - Profound ability to work under pressure of deadlines
  - Ability to work as a team and independently
  - Exceptional ability judge success of campaign and provide direction for improving and curtailing
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### Education:

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Bachelor of Science in Marketing, Florida International University, Florida, FL

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