

---

## Branding Specialist Resume

---

### Job Objective

After years of experience, seeking work as a Branding Specialist within a qualified and stable company.

---

### Summary of Qualifications:

---

- Remarkable experience in marketing, public relations and communications
  - Thorough knowledge of advertising and brand management strategies
  - Good understanding of interactive and new media
  - Proficient in Microsoft Office (Word, Excel, Outlook and PowerPoint) and internet
  - Familiarity with desktop publishing, InDesign, Illustrator and PhotoShop
  - Skilled in designing and executing online marketing platforms
  - Excellent organizational, planning and delegating skills
  - Superior communication skills both written and verbal
- 

### Work Experience:

---

Branding Specialist, May 2006 – Present  
Sykes Asia, Inc., Manchester, CT

- Worked with the branding & communication associates and formulated concepts, and implementation plans.
- Executed the formulated plan effectively in coordination with third party alliances.
- Conceptualized enhancing and designing market collaterals for appropriate branding.
- Assisted in the evaluation of the capability of the event suppliers.
- Partnered with the Communication Specialist on creative designs and lay out of annual plan.
- Conducted branding exercise with internal clients.

Branding Specialist, March 2003 – April 2006  
Philadelphia Mixing Solutions, Manchester, CT

- Developed and managed brands and brand strategy.
  - Performed marketing project management (events coordination, collateral development, presentation design, strategy & planning, media).
  - Conducted marketing & brand analysis, research, and measurement.
  - Coordinated with ad campaigns through traditional and social media.
  - Monitored and maintained web designs.
  - Assisted teams and customers with brainstorming, marketing and selling strategies.
- 

### Education:

---

Bachelor's Degree in Integrated Marketing & Communications, Henderson State University, Arkadelphia, AR

[Build your Resume Now](#)