
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
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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.
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Education:

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

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