

[First Last Name]

[City, State] | [email@example.com] | [+1 (555) 555-5555] | [LinkedIn URL]

PROFESSIONAL SUMMARY

Strategic **[Brand Manager]** with [X]+ years of experience leading end-to-end brand development, positioning, and go-to-market execution across [FMCG/Consumer Goods/Technology] categories. Proven track record of driving brand awareness, market share, and revenue growth through data-driven insights, integrated campaigns, and cross-functional collaboration. Adept at managing multi-million-dollar marketing budgets, agencies, and stakeholder expectations while maintaining brand consistency across channels. Passionate about building differentiated brands grounded in consumer insight and measurable performance.

PROFESSIONAL EXPERIENCE

[Senior Brand Manager] | [Global Consumer Goods Company]

[Month Year] – Present | [City, State]

- Led the [flagship brand/category] portfolio worth [\$X]M in annual revenue, delivering [X%] year-over-year growth in [market share/sales] through refined positioning, optimized pricing, and integrated 360° marketing campaigns.
- Developed and executed an annual brand plan including ATL, BTL, and digital initiatives, partnering with [media/creative/digital] agencies to achieve [X%] uplift in aided brand awareness and [X%] improvement in brand consideration.
- Owned end-to-end innovation pipeline from consumer insight generation to launch, successfully introducing [X] new SKUs that contributed [X%] incremental revenue and achieved distribution in [X]K+ retail outlets within [X] months.

[Brand Manager] | [Regional Retail or CPG Company]

[Month Year] – [Month Year] | [City, State]

- Managed brand strategy and day-to-day operations for the [core brand/sub-brand], overseeing packaging, communications, promotions, and in-store visibility to maintain consistent brand identity across [online/offline] channels.
- Analyzed consumer, category, and competitor data using tools such as [Nielsen/IRI/Brand Health Tracking] to identify growth opportunities, resulting in a targeted campaign that increased penetration in the [target segment] by [X%].
- Collaborated with sales, trade marketing, and e-commerce teams to design and implement shopper marketing programs and promotional calendars, driving [X%] uplift in sell-out during key seasonal periods.

EDUCATION

[Master of Business Administration (MBA), Marketing] | [University Name]

[Month Year] – [Month Year] | [City, State]

- Relevant coursework: [Brand Management], [Consumer Behavior], [Marketing Strategy], [Market Research].

[Bachelor of Arts in Communications] | [University Name]

[Month Year] – [Month Year] | [City, State]

- Activities: [Marketing/Advertising Club], [Student Brand Ambassador Program], [Case Competition Team].

SKILLS

Brand Strategy & Positioning: [Brand architecture], [value proposition development], [portfolio management], [go-to-market planning].

Marketing & Communications: [Integrated campaigns], [digital & social media marketing], [content strategy], [media planning], [PR coordination].

Consumer & Market Insight: [Quantitative & qualitative research], [segmentation], [consumer journey mapping], [category analysis].

Commercial Acumen: [P&L understanding], [pricing & promotion strategy], [trade marketing], [channel strategy] for [retail/e-commerce].

Tools & Analytics: [Nielsen/IRI], [Google Analytics], [social listening platforms], [Excel/PowerPoint], [marketing dashboards].

Project & Stakeholder Management: [Cross-functional leadership], [agency management], [timeline & budget oversight], [brief development].

Soft Skills: [Strategic thinking], [storytelling], [creative problem-solving], [collaboration], [influencing skills], [presentation & communication].

SELECTED PROJECTS

[Brand Repositioning Initiative for Core Product Line] | [Brand/Company Name]

[Month Year] – [Month Year]

- Led a cross-functional team to reposition the [brand/category] towards [target segment], redefining the value proposition, visual identity, and communication platform, resulting in [X%] increase in brand relevance scores and [X%] uplift in purchase intent.

[Integrated Product Launch Campaign] | [New SKU / Sub-Brand]

[Month Year] – [Month Year]

- Planned and executed a launch campaign across [TV/digital/social/in-store], coordinating creative, media, and trade activations to achieve [X%] awareness within [X] months and exceed first-year sales targets by [X%].