

**Mariana**

**Anderson**

**B r a n d M a n a g e r**

**Contact**

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[www.anywebsite.com](http://www.anywebsite.com/)

**Skills**

Market Investigation

Social Media Strategy Brand Identity Management Team Management

Product Launch Administration

Creative Problem Solving

**Languages**

English French German

Italian

# About Me

Dynamic and results-driven brand manager with 6+ years of experience in developing and executing successful brand strategies across multiple industries. Skilled in market research, campaign management, and brand identity management, with a proven track record of increasing brand awareness and loyalty. Adept in team management and collaboration to drive business growth.

# Education

### Any University | 2019-2021

Masters in Business Administration

### Any University | 2014-2018

Bachelors in Business Administration

### Any College | 2012-2014

High School

# Experience

## Brand Manager



#### Any Company | 2021 - PRESENT

Generated $1M in revenue through a successful product launch campaign.

Designed and implemented successful marketing campaigns across social media, email, and events to raise brand awareness.

Managed cross-functional teams in order to launch new products and increase revenue

Established and maintained relationships with key stakeholders, such as customers, influencers, and industry partners.

## Brand Strategist

#### Any Company | 2019-2021

Ensured brand consistency and integrity across all marketing channels, including digital and print.

Increased social media engagement by 25% through a targeted influencer marketing campaign.

Increased website traffic by 50% through a content marketing and SEO strategy.

## Marketing Coordinator

#### Any Company | 2017-2019

Conducted market research and data analysis to identify consumer insights and inform marketing strategies, resulting in a 15% increase in customer engagement.

Developed and implemented multi-channel marketing campaigns, including social media, email, and events, resulting in a 20% increase in brand awareness and a 15% increase in sales.

Assisted in the creation of marketing materials, including presentations, proposals, and collateral.