

Linda Harris

Brand manager

AREAS OF EXPERTISE

Increasing brand awareness

Category management initiatives

Hospitality industry

Brand management

Brand strategy

Market Research

Brand compliance

PROFESSIONAL

Chartered Institute of Marketing (CIM)

Institute of Direct Marketing (IDM)

PERSONAL SKILLS

Commercially astute

Work well under pressure

Teamwork

PERSONAL DETAILS

*Linda Harris
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DOB: 12/09/1985

Driving license: Yes

Nationality: British

PERSONAL SUMMARY

A highly professional, dynamic, impeccably presented and driven Brand Manager with vast experience of maximising the awareness, sales and profitability of recognisable brands. Experience of working in a fast paced environment and able to quickly understanding the mission, vision and values of a brand. Possessing a proven ability to work within a brands guidelines and create an image that is up to date and right for its audience.

Now looking for a new and challenging managerial position, one which will make best use of my existing skills and also further my professional development.

WORK EXPERIENCE

Cosmetics Company – Coventry

BRAND MANAGER June 2008 - Present

Working in the marketing department of a well known cosmetics brand and involved in make recommendations for it's products range, pricing and promotions. Involved in helping to differentiate the company from those of the competition.

Duties:

- Marketing certain brands to increase their popularity among target consumers.
- Conducting in-depth consumer analysis to determine the image/demand of a brand.
- Leading cross-functional innovation teams.
- Profit & Loss responsibility.
- Controlling costs in-line with department objectives and business plans.
- Utilising all resources cost effectively.
- Developing & refining a brands in-store demonstration programme.
- Attending trade fairs, exhibitions and conferences to promote brands.
- Developing annual brand plans in partnership with the sales and insight teams.
- Implement strategic plans to maximise brand potential.
- Ensuring profit targets are achieved, margins maintained & expenses controlled.
- Liaising closely with customers & licensors presenting product & marketing plans.
- Monitoring performance against marketing targets both internally & externally.
- Effectively managing, coaching, motivating and developing the sales teams.
- Monitoring and analysing a brand and competitors performance to identify Strengths, Weaknesses, Opportunities and Threats.

KEY SKILLS AND COMPETENCIES

- First class sales & marketing skills gained at management level.
- Leading a brand's PR campaign.
- Having passion, motivation and a dynamic approach to sales.
- Experience within the Retail / FMCG / Consumer sector.
- Ability to work effectively with internal and external stakeholders.

ACADEMIC QUALIFICATIONS

BA (Hons) Marketing
Nuneaton University 2005 - 2008

A levels: Maths (A) English (B) Technology (B) Science (C)
Coventry Central College 2003 - 2005

REFERENCES – Available on request.

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