

Sophia Delgado

Brand Manager



Brand manager with expertise in product launches and strategic storytelling

Brand manager with 8+ years' experience increasing brand awareness by 40%, launching 3 product lines, and surpassing revenue targets by 25%.

City, ST
(123) 456-7890
email@example.com

Professional Experience

Brand Manager

Innovate Consumer Goods | San Diego, CA

March 2018 - Present

- Increased brand awareness by 40% through targeted advertising and PR campaigns
- Led the launch of three new product lines, surpassing revenue projections by 25%
- Manage cross-functional teams to ensure cohesive brand messaging across platforms

LinkedIn URL

Key Skills

Brand strategy development

Market research and positioning

Product marketing

Storytelling and messaging

PR and influencer marketing

Marketing Strategist

Fresh Brands Inc. | San Diego, CA

June 2014 - March 2018

- Conducted competitive analysis that refined brand positioning and improved market share
- Developed influencer collaborations that boosted brand engagement
- Created customer personas that improved campaign personalization and ROI

Education

Master of Business Administration (MBA), Marketing

University of California, San Diego | 2014