

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%.

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

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



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

LinkedIn URL

Key Skills

Brand strategy development

Market research and positioning

Product marketing

Storytelling and messaging

PR and influencer marketing