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camillalucchesi@gmail.com

New York, NY

EDUCATION

Bachelor of Arts in Communications

University of Chicago Booth School of Business, Chicago, IL

2013 - 2017

SKILLS

- Brand Strategy Development
- Digital Marketing
- Market Research and Analysis
- Project Management
- Budget Management
- Cross-Functional Team Leadership
- Advertising and Promotions
- Product Launches
- CRM and Marketing Automation Tools (e.g., Salesforce, HubSpot)
- Microsoft Office Suite (Excel, PowerPoint, Word)

LANGUAGES

- Italian (Bilingual)

CAMILLA LUCCHESI

BRAND MANAGER

PROFESSIONAL SUMMARY

Results-driven Brand Manager with over 8 years of experience in developing and implementing strategic marketing plans to increase brand awareness and market share. Proven ability to drive business growth through innovative branding and marketing initiatives. Skilled in cross-functional team leadership, market analysis, and digital marketing strategies.

EXPERIENCE

- 2019 - Now

Brand Manager

Nestlé USA / New York, NY

- Spearhead the rebranding of the company's flagship product, resulting in a 30% increase in sales.
- Coordinate with creative agencies to develop compelling advertising and promotional materials.
- Analyze market data to track campaign performance and adjust strategies for better outcomes.
- Develop and maintain strong relationships with key stakeholders, including retailers and distributors.

- 2016 - 2019

Assistant Brand Manager

Kraft Heinz / Chicago, IL

- Supported the Brand Manager in the planning and execution of marketing campaigns.
- Conducted competitive analysis to identify market opportunities and threats.
- Assisted in the development of brand positioning and messaging.
- Monitored and reported on campaign performance, providing actionable insights for future initiatives.

COURSES

- 2024 / American Marketing Association

Certified Brand Manager (CBM)

- 2022 / Google

Google Analytics Certification