



Contact info

+1 234 567 89 10

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Denver, CO

Roy Thomson

Assistant Brand Manager

Education

- **Bachelor of Arts in Marketing** 2015 - 2019
University of Colorado, Denver, CO

Skills

Brand Strategy and Development	<div><div style="width: 100%;"></div></div>
Market Research and Analysis	<div><div style="width: 100%;"></div></div>
Digital and Social Media Marketing	<div><div style="width: 100%;"></div></div>
Project Management	<div><div style="width: 100%;"></div></div>
Budget Management	<div><div style="width: 100%;"></div></div>
Creative Briefs and Content Creation	<div><div style="width: 100%;"></div></div>
Campaign Performance Tracking	<div><div style="width: 100%;"></div></div>
Strong Communication and Interpersonal Skills	<div><div style="width: 100%;"></div></div>

Courses

- **Google Analytics Certified** 2024
Google
- **Certified Brand Manager** 2023
Brand Management Institute

Links

LinkedIn - roythompson

Professional summary

Results-driven and creative Assistant Brand Manager with 5 years of experience in brand strategy, market research, and campaign execution. Proven track record of supporting brand development and driving marketing initiatives to boost brand awareness and sales.

Experience

- Assistant Brand Manager March 2022 - Now
GlobeBrands, Denver, CO
 - Collaborate with the Brand Manager to develop and execute strategic marketing plans for the company's flagship product line, resulting in a 15% increase in market share over 12 months.
 - Conduct market research and competitive analysis, identifying emerging trends and consumer preferences to inform product positioning and promotional strategies.
 - Coordinate with creative teams to produce compelling marketing materials, including social media content, digital ads, and product packaging, enhancing brand visibility and engagement.
- Marketing Coordinator July 2019 - February 2022
InnovateTech Solutions, Denver, CO
 - Assisted in the development and implementation of marketing strategies for new product launches, contributing to a 20% increase in first-quarter sales.
 - Designed and executed email marketing campaigns with a focus on customer segmentation, resulting in a 25% increase in open rates and a 10% increase in click-through rates.