



Brand Director

Antonio Duncan

Professional summary

Dynamic and results-oriented Brand Director with over 15 years of experience in developing and executing innovative brand strategies. Proven track record of enhancing brand equity and driving revenue growth through strategic planning, creative direction, and cross-functional team leadership.

Experience

Brand Director

June 2018 - Now

General Motors / Detroit, MI

- Spearhead the rebranding initiative for GM's flagship vehicle line, resulting in a 30% increase in market share and a 25% growth in annual revenue.
- Develop and execute comprehensive brand strategies across digital and traditional media, enhancing brand visibility and customer engagement.
- Lead a cross-functional team of 15+ members, including marketing, design, and product development, to align brand messaging and ensure consistency across all channels.
- Analyze market trends and consumer insights to inform strategic decisions and optimize brand positioning.

Senior Brand Manager

January 2014 - May 2018

Ford Motor Company / Dearborn, MI

- Managed the brand portfolio for a range of automotive products, driving a 20% increase in sales through targeted marketing campaigns and product innovation.
- Coordinated with external agencies to develop and execute integrated marketing plans, including advertising, public relations, and social media.
- Conducted competitive analysis and market research to identify opportunities for brand differentiation and growth.

Brand Manager

March 2010 - December 2013

Kellogg's / Battle Creek, MI

- Collaborated with product development teams to launch new products and ensure successful market entry.
- Monitored brand performance metrics and provided actionable insights to optimize marketing efforts and enhance brand perception.
- Managed the brand's budget, ensuring efficient allocation of resources and adherence to financial targets.

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Detroit, MI

Education

Master of Business Administration (MBA)

2013 - 2015

University of Michigan, Ann Arbor

Bachelor of Arts in Marketing

2005 - 2009

Michigan State University, East Lansing

Skills

Brand Strategy Development ◆◆◆◆◆

Market Research & Analysis ◆◆◆◆◆

Creative Direction ◆◆◆◆◆

Digital & Traditional Media ◆◆◆◆◆

Cross-Functional Team Leadership ◆◆◆◆◆

Budget Management ◆◆◆◆◆

Awards

Best Brand Relaunch Campaign (Marketing Excellence Awards, 2023)

Recognized as Top 40 Under 40 in Marketing (Marketing Today, 2022)