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Los Angeles, CA

## EDUCATION

### Bachelor of Business Administration in Marketing

University of Southern California, Los Angeles, CA

2013 - 2017

### Certifications

- **Certified Brand Strategist (CBS)**, Brand Establishment | 2021
- **Google Analytics** Advanced Certification | 2019

## SKILLS

- Brand Strategy Development
- Competitive Analysis
- Consumer Research
- Advertising & Promotion
- Cross-Functional Leadership
- Market Penetration Strategies

# DAVID PALMER

## ASSOCIATE BRAND MANAGER

### PROFESSIONAL SUMMARY

Strategic Associate Brand Manager with extensive experience in brand strategy and development. Known for crafting successful brand strategies that drive market penetration and consumer engagement.

### EXPERIENCE

- March 2020 - Now

#### Associate Brand Manager

**Johnson & Johnson** / Los Angeles, CA

- Developed brand strategies for Neutrogena skincare, leading to a 10% increase in market penetration.
- Conducted competitive analysis and consumer research to inform brand positioning and messaging.
- Collaborated with creative agencies to develop and execute national advertising campaigns, enhancing brand visibility.
- Managed cross-functional teams to ensure brand consistency across all consumer touchpoints.

- July 2017 - February 2020

#### Brand Strategy Analyst

**Mattel, Inc.** / Los Angeles, CA

- Provided strategic recommendations for the Barbie brand, contributing to a 5% growth in global sales.
- Analyzed consumer trends and market data to identify opportunities for brand innovation.
- Assisted in the development of brand guidelines, ensuring alignment with overall corporate strategy.

### PROFESSIONAL AFFILIATIONS

- 2021 - Now / Member

#### American Association of Advertising Agencies (4A's)

- 2020 - Now / Member

#### Brand Innovators (BI)