

Associate Brand Manager

Rachel Kim

Professional summary

Results-oriented Associate Brand Manager with experience in the food and beverage industry. Proven track record in campaign execution, rebranding initiatives, and product positioning that drives consumer loyalty. Passionate about using data to inform brand direction and performance.

Experience

Associate Brand Manager

January 2022 - Now

Kellogg Company / Chicago, IL

- Leads end-to-end marketing strategy for the Special K line, including seasonal campaigns and retail promotions across Walmart, Target, and Kroger.
- Managed packaging redesign project for three core SKUs, leading to a 16% boost in shelf appeal (measured by in-store intercept studies).
- Partners with NielsenIQ to deliver monthly brand health reports to executive stakeholders.
- Collaborates with digital media teams to maintain unified messaging across TV, digital, and in-store activations.

Marketing Coordinator


July 2020 - December 2021

General Mills / Minneapolis, MN


- Assisted in product innovation team for Nature Valley, helping launch two new SKUs in 2021.
- Performed competitive analysis using IRI data to inform positioning for the snack bar segment.
- Coordinated with supply chain and creative to ensure product readiness pre-launch.

Professional Highlights

- Increased Special K's year-over-year brand awareness by 22% through revamped campaign targeting Gen Z audiences.
- Led cross-brand collaboration with MorningStar Farms for a plant-based breakfast initiative.

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Education

BBA in Marketing

University of Michigan – Ross School of Business

Graduated May 2020

Certifications

- Google Analytics Individual Qualification – Issued Mar 2023
- NielsenIQ Brand Health & Retail Analytics – Completed Aug 2022

Tools & Platforms Used

- NielsenIQ, IRI, Google Analytics, Tableau, Asana

Skills

Product Lifecycle Management 

Brand Storytelling 

Retail Marketing 

Cross-Functional Leadership 

Consumer Research (Nielsen, IRI) 