

Carmelina Gizinski

Brand Manager

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📍 2831 Sunset Avenue, Wichita,
KS 67217

Education

Bachelor of Science in Marketing at Wichita State University

Sep 2013 - May 2017

Some skills I've learned
are effective communication,
problem solving, and critical
thinking.

Links

[linkedin.com/in/carmelinagizinski](https://www.linkedin.com/in/carmelinagizinski)

Skills

Marketing

Advertising

Social Media Management

Budgeting and Financial Analysis

Project Management

Event Planning

Public Relations

Languages

English

Dutch

Profile

I am a brand manager with over 5 years of experience. I have successfully launched and managed multiple brands. I have extensive knowledge of the marketing mix, including product development, pricing strategy, advertising, promotion, and public relations. I am an excellent communicator and have superb writing skills. I am also highly organized and can manage multiple projects simultaneously while meeting deadlines.

Employment History

Brand Manager at H&R Block, KS

May 2022 - Present

- Led a team of 4 in developing and executing marketing campaigns that increased brand awareness by 25%.
- Managed a \$1 million budget to create an integrated marketing campaign across multiple channels including TV, radio, print, and digital.
- Developed and executed a social media strategy that grew followers by 20% month-over-month for 6 months straight.
- Wrote copy for all collateral including website content, brochures, ads, email blasts, etc. which resulted in 10% more leads per month from the targeted demographic groupings.
- Ideated new product development initiatives with cross functional teams which led to 2 successful SKU launches per year.
- Negotiated rates with vendors saving the company 5% on total annual spend.

Assistant Brand Manager at Cerner, KS

Jul 2017 - Mar 2022

- Led a team of 4 in developing and executing successful social media campaigns that resulted in a 20% increase in brand awareness.
- Negotiated and secured sponsorship deals with 2 major companies, totaling \$100,000.
- Created and implemented a new pricing strategy that increased sales by 15%.
- Led the development of 3 successful marketing plans that generated \$1 million in revenue each.
- Managed budgets for various projects totaling over \$500,000.

Certificates

Certified Brand Manager (CBM)

May 2021

Certified Product Marketing Manager (CPMM)

Nov 2019

Memberships

American Marketing Association

Product Management Association