



Faviola Trochesset

Brand Manager

I am a brand manager with over 5 years of experience developing and executing marketing initiatives that support business objectives and drive growth. I have a proven track record in managing projects from start to finish, while also being able to adapt quickly to ever-changing situations. My ability to build strong relationships with cross-functional teams has allowed me to successfully navigate complex organizational structures. I am an expert at analyzing data and using it to inform decision making in order create high-impact campaigns that achieve desired results.

faviola.trochesset@gmail.com 

(138) 227-9660 

96 Tremont St, Boston, MA 
02108

Education

Bachelor of Science in Marketing at Boston College, MA

Sep 2013 - May 2017

I have learned how to communicate with people, how to manage a team, how to advertise, and how to sell products.

Links

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

Skills

Marketing



Advertising



Social Media Management



Budgeting and Financial
Analysis



Project Management



Event Planning



Public Relations



Employment History

Brand Manager at Hasbro, MA

May 2022 - Present

- Successfully launched 3 new products in the last year.
- Managed a team of 5 people and successfully increased sales by 20%.
- Created and executed successful marketing campaigns that resulted in a 10% increase in brand awareness.
- Successfully negotiated contracts with vendors that saved the company \$5,000 per month.
- Worked with cross-functional teams to develop new product features that improved customer satisfaction by 15%.

Assistant Brand Manager at Boston Market, MA

Jul 2017 - Mar 2022

- Led a team of 4 in developing and executing an integrated marketing campaign that generated a 10% sales lift.
- Developed a new brand positioning strategy that increased customer engagement by 15%.
- Implemented social media campaigns resulting in a 25% increase in website traffic.
- Negotiated with vendors to secure discounts of 20-30%, saving the company \$100,000 annually.
- Wrote copy for all collateral including brochures, website content, and email blasts; increased response rates by 5%.

Certificates

Certified Brand Manager (CBM)

Sep 2020

Certified Product Marketing Manager (CPMM)

May 2019

Memberships

American Marketing Association

Product Management Association