

# Bree Smeal

Brand Manager

## Profile

I am a highly experienced brand manager with over 5 years of experience working in the industry. I have worked on developing and managing brands for both small and large companies, and have a proven track record of success. I am extremely passionate about branding and marketing, and firmly believe that it is one of the most important aspects of any business. I am also very strategic thinker, able to think outside the box to come up with creative solutions to problems. In addition to my experience and skills, I am also a great communicator and team player, which has helped me greatly in my career so far.

## Employment History

### Brand Manager at Nike, MA

May 2022 - Present

- Developed and executed marketing plans that increased brand awareness by X% and generated Y leads.
- Led a team of Z people to successfully launch W new products.
- Grew market share for the XYZ product line by Q%.
- Negotiated discounts with vendors that saved the company R million dollars per year.
- Managed budget of S million dollars, coming in under budget by T%.

### Assistant Brand Manager at Adidas, MA

Sep 2017 - Mar 2022

- Successfully increased online sales by 15% through developing and executing a new digital marketing campaign.
- Created and launched 3 successful social media campaigns which resulted in an increase of brand awareness by 5%.
- Successfully decreased production costs by 10% through negotiating with suppliers and vendors.
- Managed a team of 4 junior marketers to develop and execute an integrated marketing campaign across all channels.
- Achieved quarterly targets for both revenue and profit.

## Education

### Bachelor of Science in Marketing at Boston College, MA

Sep 2013 - May 2017

I have learned how to communicate with people, how to do market research, how to make marketing plans, and how to carry out marketing campaigns.

## Certificates

### Certified Brand Manager (CBM)

Feb 2021

### Certified Product Marketing Manager (CPMM)

May 2019

## Details

[bree.smeal@gmail.com](mailto:bree.smeal@gmail.com)

(843) 631-4707

320 Huntington Ave, Boston, MA 02115

## Links

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

## Skills

Marketing

Advertising

Social Media Management

Budgeting and Financial Analysis

Project Management

Event Planning

Public Relations

## Languages

English

Bengali

## Hobbies

Organizing social events

Trying new recipes

DIY home projects