


Laryssa Rapetti

Brand Strategist

I am a brand strategist with over 5 years of experience. I have worked with some of the world's leading brands, helping them to develop and execute effective branding strategies. I am an expert in both traditional and digital marketing, and have a proven track record in delivering successful campaigns that achieve objectives and deliver ROI. I am passionate about branding and its ability to create lasting value for businesses, and thrive on developing creative solutions that drive results.

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45 Grand Street, Jersey City, NJ 07302 

Education

Bachelor of Science in Marketing at Rutgers University, NJ

Sep 2012 - May 2017

Some skills I've learned are market research, analysis, planning, and execution of marketing plans, as well as communication and presentation skills.

Links

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

Skills

Branding 

Marketing 

Advertising 

Social Media Management 

Graphic Design 

Event Planning 

Project Management 

Employment History

Brand Strategist at NJM Advertising, NJ

Apr 2022 - Present

- Successfully increased brand awareness by X% through implementation of innovative marketing campaigns.
- Generated \$X million in new revenue through development and execution of creative branding initiatives.
- Achieved cost savings of \$X million per year by streamlining production processes and improving efficiencies.
- Expanded market share by X% in key target markets through effective re-branding efforts.
- Successfully launched 3 new products/services, resulting in increased sales volume by X%.
- Increased customer satisfaction levels by X%, as measured by independent surveys.

Associate Brand Strategist at The Morris Group, NJ

Sep 2017 - Mar 2022

- Led the development of a new brand strategy for the launch of a new product line that increased market share by X% and generated \$X million in revenue within the first 6 months.
- Developed an award-winning integrated marketing campaign that resulted in a Y% increase in brand awareness and Z% lift in sales.
- Successfully managed XYZ budget and delivered on all KPI's while executing Q1 & Q2 campaigns.
- Ideated, created, and implemented social media strategies across multiple platforms resulting increased traffic to website by W%.
- Led cross-functional team (of A people) to deliver project on time and under budget.
- Defined target audiences for four personas which led to more effective messaging across channels.

Certificates

Certified Brand Strategist (CBS)

Jun 2021

Certified Social Media Strategist (CSMS)

Apr 2020