

Jasmine Torres

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SUMMARY

Dynamic and results-driven Senior Brand Manager with over 8 years of experience in developing innovative marketing strategies that increase brand awareness and drive revenue growth. Proven track record of leading cross-functional teams and executing campaigns that exceed performance targets.

EXPERIENCE

Senior Brand Manager

Jan 2022 - Present

Innovative Consumer Goods Inc., San Francisco, CA

- Increased brand market share by 25% within one year through targeted digital campaigns and strategic partnerships.
- Developed and launched a new product line that generated \$2M in revenue within the first six months.
- Led a cross-functional team of 15 in the rebranding initiative that improved customer engagement scores by 40%.

Brand Manager

Jun 2018 - Dec 2021

Consumer Goods Corp., Los Angeles, CA

- Spearheaded a campaign that increased online sales by 35% year-over-year through optimized SEO and social media strategies.
- Managed a \$2M marketing budget while achieving a 150% ROI on advertising spend.
- Collaborated with product development teams to ensure brand alignment in new product launches.

Assistant Brand Manager

Jul 2015 - May 2018

Marketing Solutions LLC, New York, NY

- Assisted in the execution of a national marketing campaign that reached over 1 million consumers and increased brand visibility by 30%.
- Conducted market research and analysis, leading to data-driven decisions that improved product positioning.
- Facilitated workshops that trained 50+ employees on brand guidelines and marketing best practices.

EDUCATION

Bachelor of Science in Marketing

May 2018

University of California, Berkeley, Berkeley, CA • GPA: 3.7

SKILLS

Technical Skills: Brand Strategy, Market Research, Digital Marketing, Data Analysis

Tools & Frameworks: Google Analytics, HubSpot, Adobe Creative Suite