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## Alcott McCoy

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### Professional Profile

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Talented Brand Manager able to take products and services to new professional and successful levels by developing consumer-driven and effective brands that improve the business bottom line and propel company offerings to the top. Comprehensive background in both product and service marketing with strengths in team leadership, communication, and project management.

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### Highlights

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- Excellent instincts
  - Research-based decisions
  - Meticulous reviewer
  - Independent thinker
  - Creative
  - Collaborative team player
  - Persuasive communicator
  - Motivational leader
  - Process improvements
  - Account management
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### Experience

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June 2011 to Current **McDowell Manufacturing**

London, England

#### Global Brand Manager

- Research product offerings and competition to develop effective branding strategies.
- Look at pricing options to optimise initial launch.
- Oversee production of advertising copy and graphics to ensure total alignment with branding strategy and maximise effectiveness of media efforts.
- Sign off on all creative pieces and continuously coordinate with directors.
- Represent company at off-site advertising production locations.

August 2008 to  
May 2011

#### Lone Mountain Outdoor Equipment

London, England

#### Brand Manager

- Managed new product and content releases.
- Developed innovative product solutions grounded in clear understanding of customer needs.
- Partnered with internal stakeholders to define marketing programme requirements.
- Increased client revenue an average of 20% through brand optimization and improvements.
- Evaluated return-on-investment and profit-loss projections.

September 2005 to  
July 2008

#### Ginny's Clothing

New Cityland, CA

#### Assistant Brand Manager

- Compiled comprehensive lists describing product and service offerings.
  - Analysed performance of all marketing programmes to identify the best opportunities for optimization.
  - Completed strategic competitive analysis by assessing strengths and weaknesses of competitors.
  - Promoted brand awareness through SEO optimization and attractive web design.
  - Prepared detailed marketing forecasts on a daily, weekly and quarterly basis.
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### Education

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