



Harmonei Sheu

Assistant Brand Manager

Dedicated Assistant Brand Manager with 2 years of experience in supporting brand growth and development. Proven ability to effectively manage marketing campaigns, conduct market research, and analyze consumer trends. Adept at collaborating with cross-functional teams to drive brand initiatives and achieve business objectives. Strong communication and organizational skills, coupled with a keen eye for detail, contribute to delivering exceptional results and fostering positive customer relationships.

harmonei.sheu@gmail.com 

(158) 610-4090 

1234 Maple Street, Richmond,
VA 23220 

Education

Bachelor of Business Administration in Marketing at Virginia Tech, Blacksburg, VA

Sep 2017 - May 2021

Relevant Coursework:

Marketing Principles, Consumer Behavior, Market Research, Digital Marketing, Advertising and Promotion, Brand Management, Sales Management, Marketing Analytics, International Marketing, and Strategic Marketing Management.

Links

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

Skills

Market Research

Adobe Creative Suite

Social Media Management

Google Analytics

Content Creation

Budgeting

Product Development

Employment History

Assistant Brand Manager at Nestlé USA, VA

Feb 2023 - Present

- Managed the successful rebranding of a key product line, resulting in a 25% increase in sales and a 15% boost in brand awareness within six months.
- Developed and executed an innovative digital marketing campaign for a new product launch, leading to 300,000 social media engagements and a 20% growth in online sales within the first three months of the campaign.
- Collaborated with cross-functional teams to optimize packaging design and reduce costs by 10%, saving the company \$1 million annually without sacrificing quality or consumer appeal.
- Implemented a comprehensive market research initiative to identify emerging consumer trends, which led to the development of two new product lines that generated \$5 million in incremental revenue within their first year on the market.

Associate Brand Manager at Altria Group, VA

Aug 2021 - Jan 2023

- Developed and executed a successful marketing campaign for a new product line, resulting in a 25% increase in brand awareness and a 15% increase in sales within the first six months.
- Managed a cross-functional team of 10 members to reposition an underperforming brand, leading to a 20% improvement in market share and a 30% increase in profitability within one year.
- Implemented a data-driven approach to optimize digital marketing strategies, leading to a 35% increase in website traffic, a 50% increase in social media engagement, and a 40% increase in e-commerce sales.
- Collaborated with sales and distribution teams to expand product availability in key markets, resulting in a 25% increase in distribution points and a 12% growth in overall sales volume.

Certificates

Chartered Institute of Marketing (CIM) Certificate in Professional Marketing

Nov 2021

American Marketing Association's Professional Certified Marketer (PCM®) - Digital or Content Marketing