

# Liisa Abbott

Associate Brand Manager

## Profile

Results-driven Associate Brand Manager with 2 years of experience in developing and executing innovative marketing strategies to drive brand growth. Proven success in market research, project management, and cross-functional collaboration. Adept at identifying consumer insights and implementing creative solutions to enhance brand positioning and customer engagement. Highly skilled in data analysis and communication, with a strong commitment to achieving business objectives and driving brand performance.

## Employment History

### Associate Brand Manager at Procter & Gamble, TX

Feb 2023 - Present

- Successfully launched a new product line, resulting in a 20% increase in market share and generating \$15 million in revenue within the first year of launch.
- Developed and executed a comprehensive marketing campaign that increased brand awareness by 35% and led to a 10% lift in overall sales, contributing to a \$5 million growth in annual revenue.
- Identified cost-saving opportunities and implemented process improvements that reduced the marketing budget by 15%, saving the company \$2 million annually without compromising the effectiveness of marketing efforts.
- Managed a cross-functional team that collaborated on a major rebranding initiative, leading to a 25% improvement in brand perception and a subsequent 12% increase in customer loyalty and retention rates.

### Assistant Brand Manager at PepsiCo, TX

Jul 2021 - Jan 2023

- Successfully launched a new product line that generated over \$5 million in revenue within the first year, exceeding initial sales projections by 20% and establishing a strong foothold in the Texas market.
- Implemented a comprehensive digital marketing campaign for a key brand, resulting in a 25% increase in online engagement, a 15% boost in sales, and a 10% growth in overall brand awareness across the region.
- Streamlined the annual budget planning process by introducing data-driven forecasting tools, leading to a reduction in overhead costs by 8%, saving the company over \$500,000 in operational expenses.

## Education

### Bachelor of Business Administration in Marketing at Texas A&M University, College Station, TX

Aug 2016 - May 2021

Relevant Coursework: Marketing Strategy, Consumer Behavior, Market Research, Digital Marketing, Brand Management, Advertising, Sales

## Details

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## Links

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

## Skills

Market Research

Data Analysis

Social Media Management

Adobe Creative Suite

Google Analytics

Content Creation

SEO Optimization

## Languages

English

Dutch

## Hobbies

Photography

Cooking or baking

Playing a musical instrument