

Shelia Nihan

Brand Director

Profile

A dynamic and innovative Brand Director with 5 years of experience in driving brand growth, enhancing brand awareness, and developing strategic marketing initiatives. Adept at managing cross-functional teams, conducting market research, and creating impactful brand campaigns to maximize ROI. Proven success in analyzing consumer insights and implementing data-driven strategies to achieve business objectives. Skilled in fostering strong relationships with stakeholders and driving brand loyalty in competitive markets.

Employment History

Brand Director at LodgeNet Interactive Corporation, SD

Mar 2023 - Present

- Successfully increased brand awareness by 35% within one year through the implementation of targeted marketing campaigns and strategic partnerships, resulting in a significant boost in sales revenue for LodgeNet Interactive Corporation, SD.
- Effectively managed a marketing budget of \$1.5 million, optimizing resource allocation and ensuring a 20% reduction in overall marketing expenses while maintaining the quality and efficacy of promotional efforts.
- Spearheaded the successful rebranding initiative for LodgeNet Interactive Corporation, SD, leading to a 50% increase in new customer acquisition and a 25% improvement in customer retention rates within two years.
- Developed and executed a comprehensive social media strategy that led to a 40% growth in online engagement and a 30% increase in website traffic, driving higher conversion rates and contributing to a 15% increase in annual revenue.

Associate Brand Director at Daktronics, Inc., SD

Jul 2018 - Feb 2023

- Led the successful launch of a new product line, resulting in a 20% increase in overall sales and generating \$1.5 million in revenue within the first year of operation.
- Developed and executed a comprehensive marketing campaign that increased brand awareness by 30%, contributing to a 15% growth in market share for Daktronics, Inc. in South Dakota.
- Managed a cross-functional team of 10 members, achieving a 95% on-time project completion rate and improving overall team productivity by 25%.

Certificates

Brand Management Certification (BMC)

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📍 123 Main St, Rapid City, SD 57701

Education

Bachelor of Arts in Marketing and Brand Management at University of South Dakota, Vermillion, SD

Aug 2014 - May 2018

Relevant Coursework: Marketing Strategy, Consumer Behavior, Brand Management, Digital Marketing, Advertising, Public Relations, Market Research, Content Marketing, Social Media Marketing, and Integrated Marketing Communications.

Links

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

Skills

Market Analysis

Brand Positioning

Creative Direction

Social Media Management

Google Analytics

Budget Planning

Team Leadership

Languages

English

German