

Keasha Kaczynski

Brand Manager

✉ keasha.kaczynski@gmail.com

☎ (262) 857-7076

📍 123 Main St, Sioux Falls, SD 57104

EDUCATION

Bachelor of Business Administration in Marketing at University of South Dakota, Vermillion, SD

Sep 2014 - May 2018

Relevant Coursework: Marketing Principles, Consumer Behavior, Market Research, Digital Marketing, Brand Management, Advertising and Promotion, Sales Strategy, Product Development, International Marketing, and Marketing Analytics.

LINKS

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

SKILLS

Market Research

Content Creation

Social Media Management

Google Analytics

Adobe Creative Suite

SEO Optimization

CRM Software

LANGUAGES

English

Mandarin

HOBBIES

PROFILE

A dynamic Brand Manager with 5 years of experience in developing and executing innovative marketing strategies to drive brand growth and customer engagement. Adept at analyzing market trends and consumer behavior to identify opportunities for increasing brand awareness and loyalty. Proven success in managing cross-functional teams and collaborating with stakeholders to deliver impactful results within budget and deadlines. Skilled in leveraging digital channels, content creation, and event management to create memorable brand experiences.

EMPLOYMENT HISTORY

● Brand Manager at Polaris Inc., SD

May 2023 - Present

- Successfully launched a new product line, resulting in a 15% increase in annual revenue and a 10% increase in market share for Polaris Inc. within the first year of launch.
- Developed and executed a comprehensive rebranding strategy for a key product segment, leading to a 20% growth in brand awareness and a 12% boost in sales within six months.
- Managed a \$2 million marketing budget, optimizing spend allocation across various channels and achieving a 25% reduction in cost per acquisition while maintaining the same level of leads and conversions.
- Led a cross-functional team to design and implement an innovative digital marketing campaign that increased website traffic by 30% and generated a 50% lift in online sales within three months.

● Assistant Brand Manager at Daktronics Inc., SD

Sep 2018 - Mar 2023

- Successfully launched a new product line, resulting in a 25% increase in overall sales and a 40% growth in market share within the first year of launch at Daktronics Inc., SD.
- Streamlined marketing campaigns for the brand, leading to a 20% reduction in marketing costs while simultaneously increasing customer engagement rates by 15%.
- Conducted comprehensive market research and analysis that identified key growth opportunities, enabling the company to expand its product offerings and enter new markets, resulting in a 30% increase in annual revenue.
- Developed and executed a targeted brand partnership strategy, which led to a 50% increase in co-branding opportunities and an additional 10% growth in sales.

CERTIFICATES

Brand Management Certification (BMC)

Dec 2021

Certified Brand Manager (CBM)

May 2020