

Matalyn Schackart

Brand Strategist

Profile

Details

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1234 Desert Sun Rd, Albuquerque, NM 87121

Dedicated Brand Strategist with 5 years of experience in developing and implementing effective brand strategies, driving business growth, and enhancing brand equity. Adept at market research, analysis, and creative problem-solving, with a proven track record of increasing brand awareness, customer engagement, and revenue generation. Strong interpersonal skills and the ability to collaborate with cross-functional teams to achieve brand objectives.

Employment History

Brand Strategist at Cisneros Design, NM

May 2023 - Present

- Developed and implemented a comprehensive brand strategy for a major client, resulting in a 35% increase in brand awareness and a 20% increase in sales within the first year.
- Conducted extensive market research and analysis for a leading healthcare company, leading to a repositioning of their brand and a subsequent 15% growth in market share over two years.
- Successfully managed a team of designers and copywriters to create a compelling and cohesive brand identity for a start-up tech company, which attracted \$2 million in venture capital funding within six months of launch.
- Spearheaded a digital marketing campaign for a regional retail chain, achieving a 25% increase in online traffic and a 10% boost in overall sales during the promotional period.

Associate Brand Strategist at McKee Wallwork + Co, NM

Jul 2018 - Mar 2023

- Developed a comprehensive brand strategy for a local retail client, resulting in a 25% increase in sales and a 15% growth in customer base within six months.
 - Conducted extensive market research and analysis for a regional restaurant chain, leading to the successful launch of a new menu that contributed to a 30% increase in overall revenue and a 20% boost in customer satisfaction ratings.
 - Collaborated on a multi-channel marketing campaign for a national healthcare provider, generating a 35% increase in leads and a 10% conversion rate improvement within the first quarter of implementation.
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Education

Bachelor of Arts in Marketing and Brand Management at University of New Mexico, Albuquerque, NM

Sep 2014 - May 2018