




ALIYA JACKSON

Brand marketing director with a proven record in developing and implementing comprehensive brand marketing strategies for industry giants such as Procter & Gamble and Unilever. Hold an MBA in Marketing from Harvard Business School and a Master's Degree in Brand Management from Columbia University, complemented by AIPMM, IIMP, and AMA certifications. Expertise in managing multimillion-dollar marketing budgets, leading high-performing teams, and driving significant brand awareness and market share increases.

CONTACT

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KEY SKILLS

- Brand development and management
- Strategic business planning
- Team leadership and mentoring

PROFESSIONAL DEVELOPMENT

- Certified Brand Manager (CBM), Association of International Product Marketing and Management (AIPMM)
- Certified Marketing Management Professional (CMMP), International Institute of Marketing Professionals (IIMP)
- Professional Certified Marketer (PCM), American Marketing Association (AMA)

PROFESSIONAL EXPERIENCE

January 2017 to present

Senior Brand Manager | Procter & Gamble | Cincinnati, OH

- Set and executed brand marketing strategies that increased brand awareness by 35% and market share by 20%
- Managed a marketing budget of over \$5 million, optimizing allocation to achieve the highest return on investment and reducing unnecessary costs by 15%
- Led and motivated a 10-person marketing team to increase productivity by 25%

June 2015 to December 2016

Brand Manager | Unilever | New York, NY

- Implemented brand marketing strategies that resulted in a 30% increase in brand awareness and a 15% increase in market share
- Oversaw \$2 million marketing budget, ensuring effective allocation and reporting on the cost-effectiveness of campaigns
- Played a key role in talent development, resulting in a 20% increase in team performance

EDUCATION

Master of Business Administration (MBA) in Marketing

Harvard Business School, Boston, MA | May 2015

Master's Degree in Brand Management

Columbia University, New York, NY | December 2016

Bachelor's Degree in Business Administration with a concentration in Marketing

University of California, Berkeley, CA | June 2014