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Isabella Moore

Brand Marketing Specialist

Creative brand marketing specialist enhancing brand identity and presence

Brand marketing specialist with 12 years of experience creating and managing branding initiatives. Skilled in storytelling, campaign design, and cross-channel marketing to strengthen customer connections.

CONTACT INFORMATION



(654) 876-5432



email@example.com



LinkedIn | Portfolio



Minneapolis, MN

KEY SKILLS

- Brand identity development
- Cross-channel campaigns
- Customer loyalty programs

Professional Experience

BRAND MARKETING SPECIALIST | ASPIRE BRANDING AGENCY | SEPTEMBER 2015 TO PRESENT

- Launched a rebranding campaign that increased customer loyalty by 30%
- Managed multi-channel campaigns, driving a 25% increase in brand engagement
- Develop messaging frameworks, ensuring consistent representation across all touchpoints

MARKETING COORDINATOR | CLARITY MEDIA CO. | JUNE 2013 TO AUGUST 2015

- Assisted in developing brand guidelines to align creative teams with strategic goals
- Conducted focus groups to gather feedback and inform branding decisions
- Supported marketing events that increased brand visibility by 15%

Education

- Bachelor of Arts in Advertising
University of Minnesota | Minneapolis, MN

Certifications

- Certified Brand Specialist | Brand Institute | May 2020