





George Wilson

A dynamic marketing management consultant with over eight years of experience crafting innovative marketing strategies that drive brand growth and customer engagement. George specializes in market research, digital strategy, and campaign management.

CONTACT

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KEY SKILLS

- Marketing Strategy
- Digital Campaigns
- Market Research
- Brand Development
- Customer Engagement

PROFESSIONAL EXPERIENCE

MARKETING MANAGEMENT CONSULTANT | MCKINSEY & COMPANY, LOS ANGELES, CA
MARCH 2013 – PRESENT

- Developed and executed marketing strategies that increased brand engagement by 30%.
- Conducted in-depth market research to inform campaign planning and execution.
- Collaborated with creative teams to launch successful digital marketing initiatives.

MARKETING ANALYST | OGILVY, LOS ANGELES, CA
JUNE 2007 – FEBRUARY 2013

- Analyzed customer data to drive targeted marketing campaigns, increasing sales by 20%.
- Assisted in developing brand strategies that improved market share.
- Coordinated cross-functional teams to execute integrated marketing plans.

EDUCATION

- MBA in Marketing
University of Southern California, Los Angeles, CA | May 2011
- BS in Business Administration
University of California, Los Angeles, CA | May 2007

PROFESSIONAL DEVELOPMENT

- Digital Marketing Certification