



MICHAEL ANDERSON

BRAND EQUITY CONSULTANT

CONTACT

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-  San Francisco, CA

SKILLS

- Quantitative Analysis
- Brand Management
- Consumer Goods
- Strategic Planning
- Data Visualization
- Stakeholder Engagement

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN MARKETING,
UNIVERSITY OF CALIFORNIA, BERKELEY**

ACHIEVEMENTS

- Successfully improved brand awareness by 30% through targeted marketing campaigns.
- Received a commendation for excellence in brand performance analysis.
- Contributed to a project that enhanced brand loyalty by 20% among key demographics.

PROFILE

Accomplished Brand Equity Analyst with a solid foundation in quantitative analysis and brand management, possessing over 6 years of experience in the consumer goods sector. Expertise in employing advanced statistical methodologies to quantify brand performance and develop impactful strategies that enhance brand equity. Proven ability to synthesize complex data into clear, actionable insights that drive strategic planning and marketing execution.

EXPERIENCE

BRAND EQUITY CONSULTANT

Consumer Insights Agency

2016 - Present

- Conducted brand health assessments using proprietary analytics tools.
- Designed and executed surveys to gauge consumer perceptions.
- Presented strategic recommendations to enhance brand positioning.
- Collaborated with product teams to align branding with consumer expectations.
- Analyzed market trends to identify growth opportunities.
- Facilitated workshops to enhance brand understanding across teams.

JUNIOR BRAND ANALYST

Retail Innovations Ltd.

2014 - 2016

- Assisted in the analysis of brand performance metrics and consumer feedback.
- Supported the development of brand strategy presentations for clients.
- Maintained brand equity databases to track performance over time.
- Conducted competitor analysis to inform strategic decisions.
- Collaborated with marketing teams on brand campaign effectiveness.
- Produced monthly reports detailing brand performance insights.