

MICHAEL ANDERSON

Brand Strategy Manager

- San Francisco, CA
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Visionary Market Research Executive with a specialized focus on brand strategy and consumer engagement. Proven ability to leverage market insights to drive brand innovation and enhance customer experiences. Extensive experience in conducting strategic research initiatives that align with business objectives and consumer needs. Expert at utilizing both qualitative and quantitative approaches to gather insights that inform brand positioning and marketing strategies.

WORK EXPERIENCE

Brand Strategy Manager | Innovative Brands Inc.

Jan 2022 – Present

- Developed comprehensive brand strategies based on extensive market research.
- Conducted consumer segmentation studies to tailor marketing efforts.
- Collaborated with creative teams to align branding with research insights.
- Managed brand performance metrics to track effectiveness of strategies.
- Presented strategic recommendations to executive leadership for approval.
- Fostered a culture of innovation by encouraging creative problem-solving within teams.

Market Research Specialist | Consumer Insights Agency

Jul 2019 – Dec 2021

- Executed market research projects focusing on consumer behavior and brand perception.
- Analyzed qualitative and quantitative data to derive actionable insights.
- Worked with cross-functional teams to integrate research findings into marketing strategies.
- Facilitated focus groups to gather in-depth consumer feedback.
- Produced reports highlighting key insights and recommendations for stakeholders.
- Engaged with clients to understand their research needs and objectives.

SKILLS

brand strategy

consumer engagement

qualitative research

project management

strategic recommendations

performance metrics

EDUCATION

Master of Arts in Marketing Research

2015 – 2019

University of Southern California

ACHIEVEMENTS

- Successfully redefined brand positioning for a major client, resulting in a 40% increase in brand awareness.
- Awarded 'Best Brand Strategy' for innovative marketing initiatives.
- Increased consumer engagement metrics by 30% through targeted research strategies.

LANGUAGES

English

Spanish

French