



Michael ANDERSON

SENIOR BRAND MANAGER

Strategic Senior Brand Manager with a profound understanding of the luxury brand market, focusing on brand positioning and consumer engagement strategies. Extensive experience in managing high-value brand portfolios and executing marketing initiatives that resonate with affluent consumers. A results-driven professional with a strong track record of enhancing brand prestige and market presence through innovative marketing solutions.

CONTACT

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SKILLS

- Luxury Brand Strategy
- Consumer Engagement
- Market Analysis
- Influencer Relations
- Team Leadership
- Event Management

LANGUAGES

- English
- Spanish
- French

EDUCATION

**MBA IN LUXURY BRAND MANAGEMENT
- ESSEC BUSINESS SCHOOL**

ACHIEVEMENTS

- Increased brand recognition by 45% through targeted luxury campaigns.
- Received the 'Luxury Brand Excellence' award in 2020.
- Successfully launched a limited-edition product line that generated significant media coverage.

WORK EXPERIENCE

SENIOR BRAND MANAGER

Luxury Goods International

2020 - 2025

- Directed brand strategy development for a portfolio of luxury products.
- Executed high-impact marketing campaigns tailored to affluent consumer segments.
- Collaborated with creative agencies to produce visually stunning advertising content.
- Managed relationships with luxury retailers to enhance brand visibility.
- Analyzed market trends to inform strategic brand positioning.
- Led cross-functional teams in executing brand events that elevated consumer engagement.

BRAND MARKETING DIRECTOR

Prestige Brands Inc.

2015 - 2020

- Developed and implemented brand strategies that increased market share by 20%.
- Conducted luxury consumer research to enhance brand offerings.
- Coordinated global marketing initiatives to ensure brand consistency.
- Engaged with high-profile influencers to promote brand prestige.
- Presented brand performance metrics to the executive board.
- Mentored junior marketing staff to build a strong brand management team.