

Professional Summary

Results-driven Brand & Marketing Manager with extensive experience in CPG, retail marketing, and digital brand strategy. Adept at developing and executing multi-channel marketing campaigns, leading creative initiatives, and driving brand growth in competitive markets. Proven success in consumer insights, retail expansion, and digital marketing execution. Passionate about leveraging strategic storytelling and data-driven insights to elevate brand presence and consumer engagement.

Core Competencies

- Brand Management & Strategy
- Retail & E-commerce Marketing
- Marketing Campaign Execution
- Product & Packaging Development
- P&L & Budget Management
- Digital Marketing & Social Media
- Consumer Insights & Market Research
- Cross-Functional Team Leadership
- Creative Project Management
- Trade Shows & Retail Activations
- On-Site Event Management

Career Experience

Monster Group, Orlando, FL (remote)
Senior Brand Manager, Global

August 2022 – May 2025

- Directed global brand expansion initiatives across 15+ countries, driving a 25% increase in market share within 15 months through immersive, strategically aligned campaigns.
- Developed and executed integrated marketing and experiential strategies, ensuring consistent brand presence across digital, retail, and event channels.
- Partnered directly with co-founders and executive leadership to pitch high-impact event concepts and activations that boosted awareness and audience engagement.
- Oversaw rebranding and packaging initiatives that enhanced on-shelf visibility and improved recognition by 35% across international markets.
- Conducted in-depth consumer insights research to shape event messaging, content development, and go-to-market positioning.
- Managed a \$1.2M+ marketing and events budget, ensuring cost efficiency, forecasting accuracy, and ROI across all channels and initiatives.
- Collaborated closely with the global sales team to monitor quarterly performance, identify growth opportunities, and develop region-specific promotions, slogans, and branding strategies to drive sales.
- Partnered with sales leads to understand key regional markets and tailor marketing activations that directly supported revenue growth and customer acquisition goals.
- Maintained direct relationships with international distributors, regularly communicating to assess market needs, provide product education, and co-develop region-specific activations and launch strategies.
- Led planning and execution of 25+ global trade shows and retail activations, overseeing logistics, vendor coordination, and on-site brand experience to ensure flawless execution and maximum engagement.

- Served as the lead liaison between show organizers, booth vendors, and brand ambassadors—maintaining brand integrity and operational excellence across all physical touchpoints.
- Conducted strategic client meetings to co-develop event activation plans, foster trust, and establish enduring international partnerships.
- Directed all phases of activation planning—from budget allocation and vendor negotiation to post-event analysis and KPI reporting—to optimize outcomes and future participation.
- Championed internal collaboration to ensure timely delivery of promotional assets and experiential materials across concurrent global initiatives.

Freelance, Los Angeles, CA
Brand Strategy Consultant

January 2019 – August 2022

- Led brand strategy and execution across social media, influencer marketing, and digital campaigns to increase engagement and product awareness.
- Spearheaded client campaigns, managing influencer outreach, brand guideline development, and quarterly budget analysis—resulting in a 3%+ growth in social media following across platforms.
- Directed photo and video shoots, including concept creation, shot list development, and on-set execution for social and marketing assets.
- Strengthened brand presence through compelling copywriting for YouTube, Pinterest, Facebook, and Instagram, aligned with broader storytelling goals.
- Conducted market research to uncover opportunities in product positioning, trend forecasting, and competitive benchmarking.
- Built and maintained relationships with 50+ influencers while tracking performance, conversions, and campaign ROI.
- Collaborated with cross-functional partners and vendors to execute experiential activations, influencer events, and brand experiences.
- Improved brand identity across digital touchpoints by advising on visual direction, website copy, and UX enhancements—achieving a 10–30% lift in online engagement.

Scale Media, Los Angeles, CA
Associate Brand Manager

March 2020 – November 2021

- Functioned as a central resource in ideating and supporting the development of on-brand concepts for social media campaigns, websites, Amazon storefronts, and email campaigns.
- Ensured brand consistency across touchpoints by propelling website and marketing assets funnel audits.
- Aided Brand Manager in the QA process of social calendars, influencer initiatives, email campaigns, and content development.
- Delivered ongoing optimizations to campaigns.
- Conceptualized and created shot lists for photo and video shoots, promotional marketing materials, and delivered updates to website pages for all product launches, content changes, and brand updates.
- Led full project lifecycle from inception to timely, within-budget, and scope completion.
- Championed successful brand refresh initiative in collaboration with cross-functional teams and departments to ensure deadlines were met and problems were resolved expeditiously.
- Unearthed new opportunities, product positioning, competitors, and market trends through ongoing execution of market research.
- Spearheaded brand campaigns that brought in 1.5M+ social interactions.
- Heightened brand awareness in partnership with PR firms; efforts led to 125+ media placements.

Dermalactives,, Los Angeles, CA
Associate Brand Manager

February 2016 – January 2019

- Led end-to-end development and execution of integrated marketing campaigns across all social media platforms, ensuring consistent brand messaging.
- Created strategic monthly content calendars and developed compelling copy for digital ads, email marketing, website, and product descriptions.

- Spearheaded a full brand refresh, including logo redesign, packaging innovation, and new product container systems.
- Ensured cohesive brand representation across press materials, social channels, and web content.
- Enhanced SEO performance through continuous optimization of website content and structure.
- Utilized Hootsuite to streamline content scheduling, campaign tracking, and performance analysis.
- Improved internal alignment between sales and marketing by optimizing communication strategies and delivering targeted assets.
- Increased brand awareness and online sales by launching high-performing weekly email marketing campaigns.
- Drove authentic follower growth and engagement through data-informed social media strategies.

Education

Bachelor of Arts, Journalism (Public Relations Emphasis)

California State University of Northridge, Los Angeles, CA

Certifications & Technical Skills

Aha! Product Management Professional Certificate

Google Ads & Google Analytics Certified

HubSpot Content Marketing & Social Media Strategy Certified

Proficient in: Shopify, Klaviyo, Microsoft Office, Monday.com, Google Suite, Adobe Creative Suite, and MailChimp, Hubspot, Notion

Fluent in: English & Hebrew