

Jane Green | BRAND MANAGER

I am an experienced Brand Manager ready to take ownership of your brand and further develop your customer offering. I have a commercial eye for direction aimed at the younger end of the market with proven experience of brand development. With a strong can-do attitude and a head for everything from figures and strategy to sales and social media, I'm ready to drive your clothing brand forward.

(01949) 123456

jane.green@aol.com

Work history

Brand Manager Fashion2U Ltd, 2015 - date

Working with in house designer to keep brand in line with company guidelines.

Full management of critical path, trading and budgets.

Planning and execution of all trade shows increasing brand awareness within the industry.

Analysing sales, creating strategies to improve sales and beat targets.

Working with design team to guide and direct to ensure correct product mix delivered at the right time.

Brand Manager FashionsRUS Ltd, 2011 - 2015

Full involvement in setting the business strategy to drive the business across international platforms and markets.

Accountable for correct options, price points and category mix.

Identifying the brand's position with the core marketplace and embedding improvements.

Managing and developing accounts with high street retailers and e-tailers.

Developing the brand's vision and business deliverables into engaging marketing and merchandising.

Liaising with External PR Company. Provide training and technical support to both internal and external stakeholders.



Work history (cont.)

Assistant Brand Manager Clothes2U Ltd, 2009 - 2011

Developing the brand's vision and business deliverables into engaging marketing and merchandising strategies.

Managing existing client accounts and ensuring that key relationships remain strong and tenable.

Junior Brand Executive Supafashion, 2015 - date

Managing all the social media channels of the business.

Achieving brand targets on commercial performance, customer engagement and ROI.

Education

BA (Hons) Fashion Design (2:1)

De Montfort University
2009 - 2011

4 A Levels (A, A, B, B)

De Montfort University
2006 - 2008

Key skills

Previous Experience managing brands within hi fashion womenswear.

Ability to be confident dealing with directors and buyers and presenting all levels.

Confident with interpreting figures and setting budgets.

References

Alison Lewis, CEO - Fashion2U Ltd James Sprogson, CEO - FashionsRUS Ltd
Alison.lewis@fashion2u.com James.sprogson@fashionsrus.com

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