

# **Farrah Caldemer**

## **Brand Operations Manager**

*Innovative and driven brand management professional with 10+ years of accomplishments in leading market growth and company profits. Seeking an upwardly mobile brand operations role with Abbott Laboratories.*

### **WORK EXPERIENCE**

#### **Uber**

Brand Operations Manager

San Francisco, CA | 2017 - current

- Created promotions and strategies to establish and grow the brand presence in the market by 17%
- Provided product management expertise, advising marketing managers and corporate management on brand positioning, marketplace research, and consumer research that led to a 9% increase in sales
- Developed and launched 3 new promotions that increased market share from 12% to 41% in 3 years
- Developed regional and end-user marketing collateral and programs that promoted the value proposition, driving a 6% increase in requests
- Initiated a new sales coverage strategy with the support of sales management that added \$2M+ of new business within a year

#### **Aquent**

Brand Operations Manager

San Francisco, CA | 2014 - 2017

- Developed offline and online brand strategies, marketing budgets of \$4M and reported to CEO
- Led three programs to improve brand awareness to 26% and public awareness to 28%, surpassing company targets
- Created marketing campaigns with 4.4/5.0 client acceptance rates (Invamer-Gallup Satisfaction Survey)
- Decreased annual media spending by 16% through negotiating with TV, radio, and newspaper vendors

#### **Chanel**

Operations Manager Intern

San Francisco, CA | 2012 - 2014

- Developed concepts for over 22 fragrances for initial testing that resulted in the launch of 12 products
- Coordinated 22 brainstorming sessions for product lines and national and international launches
- Authored creative briefs for 32 merchandising and advertising campaigns, including TV, print, radio, interactive and in-store POP
- Assisted with product forecasting and program budget tracking for 18 different social media campaigns

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### **SKILLS**

- Innovation
- Entrepreneurship
- Brand Strategy
- Digital Marketing
- Project Management
- Customer Insights
- MS Office
- Google Docs

### **EDUCATION**

Bachelor of Science

Computer Science

California State University,  
Hayward

2008 - 2012

Hayward, CA

### **CERTIFICATIONS**

- Strategies that Build Winning Brands,  
Northwestern - Kellogg  
School of Management,  
2016
- Professional Certified  
Marketer (PCM), American  
Marketing Association,  
2015
- Google Data Analytics  
Professional Certificate,  
Google, 2013