Rami Shoula

Brand Manager

Profile

Passionate and creative brand manager with 8 years of experience in brand management for consumer-packaged goods. Committed to demonstrating strategic creative thinking and developing and implementing business-building ideas that drive growth year after year. Advanced Digital Marketing (AMA) certified.

Employment History

Brand Manager at Sally's Baked Goods, Wilmington

February 2014 — January 2022

- Managed the overall communications plan and collaborated with corporate marketing teams to drive core success metrics forward.
- Worked with cross-functional internal teams and external partners to execute key brand initiatives.
- Worked to drive product innovations and better meet consumer demands.
- Developed and implemented go-to-market product strategies.
- Continuously strived to understand business needs and retailer trends.
- Worked to ensure product innovations for 100+ bakery items that further connected us with our consumers.

Brand Marketing Manager at Tyson Foods Inc., Monroe

January 2011 — February 2014

- Conducted market research and gathered customer testimonials to create more meaningful relationships with consumers.
- Represented and supported Tyson Foods Inc. brand values and worked to ensure the delivery of efficient, relevant and effective marketing plans.
- Collaborated across the organization to develop and oversee the execution of master brand communication and marketing strategies to accelerate the company's growth.
- Gathered and analyzed data insights to help shape brand guidelines, branding principles and master brand strategies.

Details

romioshoula@gmail.com

Skills

Brand Management

Marketing Strategy

Effective Competitive Analysis Research

Brand Strategy Principles

Attention to Detail

Leadership and Teamwork

Consumer Journey
Development

Languages

English

French

Education

Bachelor of Science in Business Administration, Appalachian State University, Boone, NC

September 2007 — May 2011

Certifications

Advanced Digital Marketing Certification, AMA 2016