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| 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 HistoryBrand 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. |  |  |  | | --- | --- | |  | EducationBachelor of Science in Business Administration, Appalachian State University, Boone, NC September 2007 — May 2011 |  |  |  | | --- | --- | |  | CertificationsAdvanced Digital Marketing Certification, AMA | | DetailsSkills  |  |  | | --- | --- | | Brand Management | | |  |  |  |  |  | | --- | --- | | Marketing Strategy | | |  |  |  |  |  | | --- | --- | | Effective Competitive Analysis Research | | |  |  |  |  |  | | --- | --- | | Brand Strategy Principles | | |  |  |  |  |  | | --- | --- | | Attention to Detail | | |  |  |  |  |  | | --- | --- | | Leadership and Teamwork | | |  |  |  |  |  | | --- | --- | | Consumer Journey Development | | |  |  |  Languages  |  |  | | --- | --- | | English | | |  |  |  |  |  | | --- | --- | | French | | |  |  | |