

CHARLOTTE PULLMAN

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PROFESSIONAL BRAND MANAGER

Branding & Marketing Management

Detailed Oriented, Creative, and Dependable **Brand Manager** has 22+ years of cumulative working experience and proven expertise in developing and directing Marketing and Branding Operations. Highly energetic professional maintains **proven expertise** in designing and overseeing numerous marketing and branding initiatives, increasing revenue, brand awareness and **driving market growth**. Has acquired crucial skills in Marketing and Brand Management, Strategic Planning, Collaboration Management and Training.

Unparalleled Expertise in Developing Marketing and Branding Strategies Resulting in Business Growth

Extremely competent, well-organized professional prides with a consistent track record of surpassing standards and goals at various organizations. Possess exceptional planning, prioritizing and goal-setting skills to achieve optimal outcome to create, implement and document efficient methods of operations; thrives in demanding team environments and excels under pressure.

- ✦ Strategic Marketing & Brand Positioning
- ✦ Training & Team Management
- ✦ Excellent Leadership & Interpersonal Skills
- ✦ Event Management & Merchandising
- ✦ Analytical & Creative Problem Solver
- ✦ Customer Service Excellence

CAREER HISTORY

Holiday Timeshares

2016

Director of Brand Marketing
New York, NY

- ✦ **Managed the overall brand performance**, creating and implementing brand plans that augment brand equity, contributing to enhanced sales and customer loyalty.
- ✦ Conducted analysis and regular reviews of the brands, competitive, category, and customer trends to boost the brand's equity and marketplace performance; **thoroughly evaluated existing data and research results** to better develop an understanding of current and future customers' needs, price sensitivity and other factors in order to improve the brand's value.
- ✦ **Formulated effective marketing campaigns** and communication strategies to generate new prospects, increase brand awareness and strengthen the company credibility.
- ✦ Oversaw and regulated the activities of the internal marketing team including Marketing Manager, Assistant Marketing Admin and Designers; **maintained cooperative working relationships** with external agencies and third party vendors; regularly engaged with Sales, Hospitality and Operations to make certain that brand elements are delivered in accordance with previously defined metrics.

DRECO (part-time)

2016

Brand Installation Team
New York, NY

- ✦ **Worked harmoniously and effectively with others**; developed strong working rapport with all team members and continuously strived to strengthen and refine the professional effectiveness and team performance; **implemented various marketing plans and directives** that retained and grew market share; ensured brand integrity is maintained at all times.

NIKE Inc

2004 – 2015

Account Brand Manager (2012 – 2015)
Talent Development (Delivery) Manager (2009 – 2012)
Eastern Regional EKIN Manager (2004 – 2009)
Beaverton, OR & New York, NY

- ✦ Identified growth opportunities, **developed and implemented new marketing strategies** while delivering excellent service to customers; focused on growth and development of income streams by **optimizing**

the marketing and brand initiatives, innovatively developing new approaches resulting in **increased retail foot prints by 30%** and lowered in-store marketing production costs by 15%.

- ✦ Managed specialist with **budgets of \$4M+**; conducted assessment and monitoring of budget related initiatives ensuring the effective utilization and fulfillment of set goals.
- ✦ Continuously worked towards achievement of operational excellence, inaugurating plans and tools that streamlined planning and execution.
- ✦ Steered and incorporated all branding and marketing activities around the accomplishment of excellent consumer experiences; inspired and engaged customers through inspirational brand communications and engagement activities.
- ✦ Continuously facilitated the growth and development of staff; **devised and incorporated new talent development strategies** and educational tools; strived for maximum team performance; developed training curriculum and effectively **coached team members** toward achievement of set objectives and goals; ensured all staff understand and comply with company's mission and values.
- ✦ **Orchestrated a team of 7 trainers** within the (DTC) Direct-to-Consumer and Enabling Function teams; provided mid-year and year end performance appraisals.
- ✦ Determined key development priorities which move the company forward; held responsible for handling all vendor relationships; identified and strategized with key stakeholders.
- ✦ Established energized, professional and positive team working environment, ensuring the provision of excellent customer service at all times; **oversaw and managed all staffing initiatives** including hiring, training, supervising, and development; demonstrated outstanding ability to motivate, and retain outstanding talent while building bench for future opportunities.
- ✦ Created substantial team plans, including detailed strategies and tactics that deliver tangible business results and adhere with company's Brand Initiatives; **enhanced the customer experience with brand aligned service**; provided quality service as a vital part of developing a positive brand image.

Guess Jeans

1990 - 2004

Merchandise Coordinator Manager

New York, NY

- ✦ **Established merchandising standards for over 5 accounts** including Macys, JC Penney, May company, Federated and Dillard's department stores; with a continuous improvement approach developed and incorporated solutions that maximized the customer experience.
- ✦ **Coached, nurtured and professionally developed up to 35 team members** with the skills needed to maintain exceptionally high levels of service in an orderly, energized and productive workplace.
- ✦ Handled all managerial oversight needed to **create consumer connection events** that generate maximum revenue and exposure including the marathon expo (NY, Chicago and Boston, Penn Relays), USTA events (US OPEN) and various Grassroots events YMCA, HS camps, Focus groups).

EDUCATION & TECHNICAL SKILLS

Nyack College, Nyack, NY, Bachelor of Science (BS), with Distinction, Organizational Management
University of Cincinnati, Cincinnati, OH, Associate of Science (AS), Business Administration

Basic Computer Skills

References Gladly Provided Upon Request