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# ANDERSON COOPER

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## MARKETING MANAGER

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Fearless multilingual marketing professional is well versed in establishing brand identity, positioning, product management and originating customer initiatives from inception to execution. A methodical and strategic leader, delivers differentiated brand strategy through forward-thinking marketing campaigns, competitive analysis, and insightful recommendations. Reduced average call-handling time and operational costs by \$108K annually and improved J.D. Power satisfaction scores with self-help portal and call center education for Buick Global GM. An intrepid go-getter with a steadfast work ethic, possesses a highly creative mind, champions new ideas, market trends, competitor initiatives, and emerging opportunities. Uncovers deep consumer insights to initiate breakthrough communications as a key liaison for sales, marketing, customer engagement, and product management. Courageous, with stellar interpersonal communication skills; cultivates relationships based on respect and mutual admiration, believes: "You miss 100% of the shots you don't take."

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## SKILLS

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Adobe Creative Suite | Asset Management | Branding | Branding & Visual Identity | Color Theory | Content Strategy | Creative Briefs | CRM | Data Analysis | Digital Marketing | Graphic Design | GTM Strategy | IBM SPSS | Leadership | Management | Mandarin/Cantonese/Teochew | Market Research | Mentor/Coach | Microsoft Office | Oracle Systems | Packaging & Pricing | Photo Stylist | PR | Product Launches | Product Lifecycle Management | Product Pricing & Positioning | Project Management | Social Media | Strategic Advertising | Strategic Global Marketing | Tableau Software | Team Player

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## PROFESSIONAL EXPERIENCE

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COMPANY | DETROIT, MICHIGAN

06/2022 – 07/2023

### ASSISTANT ADVERTISING MANAGER

Developed insight-driven communications and holistic cross-channel campaign briefs for positive brand opinion, demand, engagement, and purchase plans. Performed competitive SWOT analysis. Ran 5 different digital, social, media, ad, and marketing agencies regarding branding. Helmed 7 internal teams on social activations, experiential, broadcast strategies.

***Rebrand Buick, employing a new set of marketing standards and methods within a limited budget and strict timeline.***

- ▶ Created and implemented strategy to update Buick logo, colors, visual identity, and brand guidelines for global dealers.
- ▶ Inked strategic creative briefs for agencies on brand objectives, positioning, product information, and target audience.
- ▶ Oversaw still photography and commercial shoots to ensure brand visual identity and color strategy alignment.
- ▶ Wrote educational content for virtual and offline signage to showcase the vehicle features and functionality.
- ✓ Produced 3 auto shows including visual displays, printed signage, wheel stands, and product information.
- ✓ Ran 5 NCAA activation events during March Madness, created experiential and interactive display and logo.
- ✓ Increased brand awareness and brand engagement, leveraging social media marketing and advertising campaigns.

### ASSISTANT MARKETING MANAGER

04/2018 – 06/2022

Managed product lifecycles for the Buick portfolio, including market strategy, positioning, packaging, and pricing. Supervised 10 cross-functional departments on launch for new and refreshed products. Maintained budget, shipped vehicles domestically for shoots and PR events. Performed data analysis and research on sales forecasting.

***Design and execute a compelling brand differentiation for Buick that resonates with the target customer.***

- ▶ Helped determine design strategies including future colors for product portfolio to achieve management buy-in.
- ▶ Analyzed sales, market research, consumer behaviors, and production data to identify key competitive insights.
- ▶ Worked with external marketing and dealer content agencies on rollout strategies, launches, and GTM tactics.
- ▶ Reviewed government regulations to ensure ordering practices fell within agency guidelines.
  - ✓ Reported the highest customer loyalty within the GM portfolio.
  - ✓ Held the best Buick launch based on year-end sales and revenue generation.
  - ✓ Reduced turnover rates for cars sitting on dealer lots and exceeded sales quotas 100% month over month.

**GLOBAL GO-TO-MARKET STRATEGY ANALYST**

01/2016 – 04/2018

Created and executed global GTM launch strategy plans, materials, and conferences to prepare 6 global organizations' launches of 15 new and updated in-vehicle technologies, connectivity, mobile apps, and infotainment systems. Collaborated with IT, communications, brand managers, project managers, call centers, dealers, CRM channels, and website teams. Developed GTM strategy.

*Coordinate new feature launches with dealer-selling strategies to guarantee comprehensive dealer customer service.*

- ▶ Compiled best practices education for global GTM counterparts to define marketing, training, positioning, and content.
- ▶ Analyzed J.D. Power, Compass, and call center data to determine top Bluetooth customer concerns and friction points.
- ▶ GM contact for Google and Apple for Apple CarPlay launch to expedite branding approval and ensure brand consistency.
- ▶ Developed an infotainment system to educate dealers and call centers via video simulations to demonstrate features.
  - ✓ Improved J.D. Power satisfaction scores with self-help portal and call center education.
  - ✓ Reduced average call-handling time and operational costs by approximately \$108K annually.
  - ✓ Streamlined launch process by coordinating and aligning different departments to one deliverable date.
  - ✓ Increased visitor interaction with content library to maximize the driver experience and new features utilization.

**SOCIAL MEDIA CUSTOMER RELATIONSHIP SPECIALIST, CONTRACTOR**

04/2016 – 10/2017

Provided proactive global customer and marketing support through social media platforms to consumers requesting assistance with dealers, vehicle locate status updates, product concerns and inquiries. Interacted with customers on social and automotive blogs. Provided customer service and conducted specialized analysis on electric vehicles to troubleshoot issues.

*Address reputation management and customer satisfaction by improving the perception of American-made cars.*

- ▶ Managed graphic content and branded assets on social media platforms to reflect multi-brand strategies and initiatives.
- ▶ Deescalated customer issues as the conduit between the customer and dealerships.
- ▶ Negotiated repair discounts to encourage customer loyalty and improve satisfaction.
  - ✓ Improved customer fidelity by providing high-touch customer excellence.
  - ✓ Avoided government recall penalties by meeting quota of defective engines brought to dealerships for replacement.

**EDUCATION**

University of California, Riverside | Riverside, California | **BS: Business Administration & Marketing | BA: Art**