

# Anderson Cooper

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## ABOUT ME

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Strategic and creative-minded marketer with over six years of experience in marketing, and advertising. Seeking new learning opportunities outside of the auto industry that will challenge me and utilize my left-brained analytical skills and right-brained creative problem solving. I am a dynamic learner and collaborator, who thrives in rapidly evolving environments. My dual background in fine arts and business administration enables me to combine my artistic skills and strategic thinking in the work that I do.

## SKILLS

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**Technical Skills:** Tableau Software | IBM SPSS | Oracle Systems | Adobe Creative Suite | Graphic Design | Color Theory

**Personal Skills:** Strategic Global Marketing | Branding & Visual Identity | Content Strategy | Asset Management | Email/CRM | Social | Project Management | Creative Briefs | Market Research | Product Lifecycle Management | Go-To-Market Strategy | Product Launches | Campaign Strategy | Digital Marketing | Strategic Advertising | Product Pricing & Positioning | Storytelling

**Languages:** English, Mandarin, Cantonese, Teo Chew

## EXPERIENCE

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### Assistant Advertising Manager, Company

**Detroit, Michigan — 06/2022 to 07/2023**

- Developed insight-driven communications and holistic cross-channel campaign briefs that generate positive brand opinion, engagement, demand, and purchase
- Ensured strategic alignment of the brand voice, messaging, and positioning when planning and executing campaigns across all advertising mediums (such as email, paid social, OLA, etc.) for reveal and media events for new or refreshed products
- Created and implemented strategy for updating the new Buick logo, colors, visual identity, and brand guidelines for all advertising mediums and event spaces on a global scale for markets in the United States, Mexico, Canada, and China
- Led and managed asset creation and digital asset library used for campaigns, website, social, dealer toolkits, and internal leadership presentations while overseeing still photography and commercial shoots to ensure brand visual identity and color strategy alignment

### Assistant Marketing Manager, Company

**Detroit, Michigan — 04/2018 to 06/2022**

- Managed product lifecycles for the Buick portfolio, including development of market strategy, positioning, packaging, & pricing
- Analyzed sales, market research, consumer behaviors, and production data to identify key insights and competitive opportunities
- Collaborated and managed communications with 10+ cross-functional organizations to execute launch plans for all-new or refreshed Buick products and as well as phase-out plans for Buick products being discontinued
- Lead content creation of consumer and dealer communications based on critical product attributes and market trends

### Global Go-To Market Strategy Analyst, Global Connected Services — Company

**Detroit, Michigan — 01/2016 to 04/2018**

- Developed and executed global go-to-market launch strategy plans, materials, and conferences to help align and prepare 6+ cross-functional and global organizations for the launch of 15+ new/updated in-vehicle technologies, connectivity, mobile apps, and infotainment systems/features
- Compiled learnings and best practices for global go-to-market counterparts in Europe, China, Canada, and Mexico in order to help define marketing, training, positioning, and content strategy when new products and services launch in their markets

### Social Media Customer Relationship Specialist, Contractor — Company

**Detroit, Michigan — 01/2015 to 01/2016**

- Provided proactive global customer and marketing support through social media platforms to consumers requesting assistance with dealers, vehicle locates, and product concerns/inquiries
- Managed graphic content and branded assets on various social media platforms to reflect multi-brand strategies and initiatives

## PROJECTS

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### Project Lead, Bluetooth Top Customer Issues Operational Excellence

**04/2016 to 02/2017**

- Analyzed JD Power, Compass, and Call Center data to determine top Bluetooth customer concerns and key dissatisfiers
- Created new content for customer, dealer, call center materials to reduce average call handling time and operational costs by approximately \$108K annually

### Social Media Marketing Lead, Company JumpStart Employee Resource Group

**01/2016 to 01/2018**

- Lead new initiatives to engage more internal employees and JumpStart members through various social media platforms
- Created new processes and guidelines to enable high quality content development and unified branding material

## EDUCATION

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### University of California, Riverside — Riverside, California

Bachelor of Science, Business Administration (Marketing), 2014

Bachelor of Art, Art (Studio), 2014