

not
^
Jen Moody

BRAND MARKETER
JEN.NOTMOODY@GMAIL.COM
804.543.6600
jenmoody.com

SKILLS

- Marketing and branding experience in both **B2B and B2C** industries
- **Consumer packaged goods** branding in a highly regulated industry
- Extremely **organized** and able to drive complex projects to completion
- Skilled in **collaborating with cross-functional teams**, including various agencies, R&D, market research, and legal
- Determined and **enthusiastic** with a desire and ability to learn quickly

EDUCATION

VCU BRANDCENTER

Richmond, VA | May 2017

M.S., Business: Creative Brand Management

GPA: 3.8/4.0

VIRGINIA COMMONWEALTH UNIVERSITY

Richmond, VA | May 2007

B.S., Business: Marketing

GPA: 3.9/4.0 | In-Major GPA: 4.0/4.0

EXPERIENCE

AMERICAN EXPRESS, NEW YORK, NY

Brand Manager Graduate Intern, *Global Brand Strategy* (June 2016 - August 2016)

- **Brand Strategy + Planning:** Researched and developed a global target, including sizing the market and opportunity, creating a detailed picture of who the target is (with a focus on the millennial mindset,) and presenting implications and recommendations for the overall global brand strategy

SWEDISH MATCH, RICHMOND, VA

Associate Brand Manager, *General Snus* (September 2013 - June 2015)

Assistant Brand Manager, *Timber Wolf Moist Snuff* (January 2011 - September 2013)

- **Brand Strategy + Planning:** Developed and presented annual marketing plans and strategies, including forecasting, packaging development, direct market development, sampling, sales promotion, advertising and pricing strategies
- **Agency Management:** Worked closely with two creative agencies to execute marketing tactics (direct mail and email campaigns, CRM, consumer promotions, website, POS signs, etc.), ensuring that designs and messages met brand and regulatory guidelines
- **Project Management:** Helped lead cross-functional teams to develop new products, new product concepts, and product improvements for consumer testing
- **Public Relations:** Collaborated with the Communications department and three outside public relations agencies to develop and execute strategies to gain earned media
- **Budget Tracking + Forecasting:** Managed multi-million dollar brand budget and quarterly spend forecasts
- **Volume Tracking + Forecasting:** Maintained the volume forecast across all product SKUs
- **Quantitative Analysis + Reporting:** Prepared month-end business, financial, and category data analyses using Nielsen and distributor data systems

IRONWORKS CONSULTING, RICHMOND, VA

Marketing Lead (May 2007 - December 2010)

- **Digital Marketing:** Planned and implemented internet marketing strategy, including website content maintenance, SEO, paid search campaigns with microsites, and link-building strategies, which drove \$3.8M in revenue in the first year
- **Social Media:** Created and maintained company blogs and social accounts
- **Customer Relationship Management:** Managed Salesforce.com CRM application, maintaining data and pipeline management, dashboards and reports to track ROI
- **Partnership Management:** Assisted in managing the Microsoft partnership, which included relationship building, pipeline sharing and reporting, and separate marketing budget
- **Event Planning:** Planned and executed various client and employee events, ranging anywhere from 10 to 300+ attendees
- **Public Relations:** Identified PR opportunities, wrote press releases, and pitched stories to targeted publications
- **Sales Support:** Developed Sales and Marketing materials and client case studies