

RESUME  
2022

BRAND STRATEGIST /  
COPYWRITER

BASED IN  
ANY CITY, ST

# RICHAD HADID

hello@reallygreatsite.com

+123-456-7890

## ABOUT

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## WORK EXPERIENCE

2020 - 2022

### → SENIOR BRAND STRATEGIST

Warner & Spencer

Assist in managing the company brand portfolio, including oversight of naming strategies, brand name hierarchy, trademark management, and enforcement. Serve as project manager for brand projects.

2018 - 2019

### → BRAND STRATEGIST

Wardiere Inc.

Support Premium business teams to align their strategies and executions to the brand. Collaborate with other relevant functions to develop strategies that drive the Premium brand vision and objectives.

2016 - 2018

### → JUNIOR BRAND STRATEGIST

Larana, Inc.

Manage and track project budgets to ensure effective deployment and spend in line with budget. Ensure quality of Marketing and Creative briefs. Dedicatedly pitch new ideas to solve business challenges.

## REFERENCE

HELENE PAQUET

CEO | Warner & Spencer  
+123-456-7890

LORNA ALVARADO

CEO | Larana, Inc.  
+123-456-7890

## EDUCATION

2011 - 2016

BORCELLE UNIVERSITY, NY

Bachelor of Science in New Media and Internet Marketing

2011 - 2016

BORCELLE UNIVERSITY, NY

Bachelor of Science in New Media and Internet Marketing

## EXPERTISE

Copywriting



Marketing



Product Development



SEO



Marketing Strategy



Branding



## CERTIFICATIONS

2021

CERTIFIED BRAND STRATEGIST

Paucek and Lage

2020

CERTIFIED MARKETING  
STRATEGIST

Paucek and Lage

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