



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

SKILLS

- **Marketing** and **branding** experience in both **B2B** and **B2C** industries
- **P+L management** and **new product launches** in **consumer packaged goods** 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

EXPERIENCE

INDEPENDENT CONTRACTOR, RICHMOND, VA

Marketing/Brand Management Consultant (2019 - present)

- **Marketing/Brand Strategy:** Work with regional craft brewery to manage the overall brand and marketing planning, while assisting with and overseeing ongoing marketing tactics including events, promotions, and social media
- **Packaging Redesign:** Managed complete packaging redesign across all SKUs as the brewery transitioned from bottles to cans

GENERAL CIGAR COMPANY (Scandinavian Tobacco Group), RICHMOND, VA

Brand Manager, CAO Cigars (2017 - 2019)

- **P+L Management:** Ran P+L for CAO premium cigar brand and the price-value cigar brands portfolio, optimizing COGS and marketing spend in order to maintain product margin and marketing contribution targets
- **New Product Development + Launches:** Planned and executed successful launches of four new cigars, which included blend research and selection, packaging, sub-brand name, design development, pricing and go-to-market strategy, while managing costs and promotions to achieve target margins and sales goals; two launches received 90+ point cigar ratings
- **Brand Strategy + Planning:** Developed and presented annual marketing plans and strategies, including forecasting, market development, sampling, sales promotion, advertising and pricing strategies
- **People Management:** Managed an internal brand ambassador responsible for events and promoting CAO cigars
- **Agency Management:** Worked closely with creative agency to execute product launches (direct mail and email campaigns, CRM, consumer promotions, website, POS signs, etc.), ensuring that designs and messages met brand and regulatory guidelines
- **Quantitative Analysis + Reporting:** Prepared month-end business review and commentary to upper management

AMERICAN EXPRESS, NEW YORK, NY

Brand Manager Graduate Intern, *Global Brand Strategy* (Summer 2016)

- **Brand Strategy:** Researched and developed a global target market, including sizing the market and opportunity, creating detailed personas (with a millennial mindset focus), and presenting recommendations for the overall global brand strategy

SWEDISH MATCH, RICHMOND, VA

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

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

- **Brand Strategy + Planning:** Developed and presented annual marketing plans and strategies, including consumer research, 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, concepts, and product improvements
- **Public Relations:** Collaborated with internal team and outside agencies to develop and execute strategies to gain earned media
- **Budget/Volume Tracking + Forecasting:** Managed multi-million dollar brand budget and quarterly spend and volume forecasts
- **Quantitative Analysis + Reporting:** Prepared month-end business, financial, and category data analyses using Nielsen and distributor data systems



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EXPERIENCE (continued)

IRONWORKS CONSULTING, RICHMOND, VA

Marketing Lead (2007 - 2011)

- **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

EDUCATION

VCU BRANDCENTER

Richmond, VA | May 2017

M.S., Business: Creative Brand Management

VIRGINIA COMMONWEALTH UNIVERSITY

Richmond, VA | May 2007

B.S., Business: Marketing