

May Iaboni

Brand Manager

Profile

Brand manager with over 6 years of experience. I have been successful in marketing, sales, and management positions by employing creative thinking, out-of-the-box solutions, and excellent team leadership skills. In my current role as a Brand Manager for a large company, I am responsible for developing the go-to market strategy for new products and managing a \$120M budget. My focus is on delivering bottom line results while motivating teams to exceed expectations.

Employment History

Brand Manager at Toyota - California

Mar 2022 - Present

- Oversaw successful launch of new product line that generated \$12 million in first year sales.
- Grew market share for flagship product by 2% (from 32% to 34%) despite flat total category growth.
- Developed and executed promotional strategy that increased brand awareness by 10% within 6 months.
- Created social media campaign that resulted in a 20% increase in web traffic and a 15% jump in online sales conversions.
- Negotiated favorable terms with key suppliers, resulting in savings of \$500,000 annually.

Brand Manager at Chevrolet - Michigan

Aug 2018 - Feb 2022

- Increased sales by X% through effective marketing campaigns.
- Y brand awareness among consumers thanks to successful branding strategies.
- Helped launch Z new products, increasing company revenue by W%.
- Developed an omnichannel approach to marketing that increased customer retention rates by V%.
- Enhanced the online presence of the brand, resulting in a U% increase in website traffic.

Certificates

PMP (Project Management Professional)

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📍 20000 North 57th Avenue,
Glendale, AZ 85308

Education

Bachelor's in Marketing at California Institute of Technology, Pasadena, CA

Sep 2014 - May 2018

I learned technical skills such as market analysis, advertising, and product development.

Links

[linkedin.com/in/mayiaboni](https://www.linkedin.com/in/mayiaboni)

Skills

Marketing

Communication

Branding

Negotiation

Project management

Budgeting skills

Creative thinking

Languages

English

Arabic