





Pat Thomas

Brand Marketing Coordinator

Brand marketing coordinator with seven years of experience managing brand strategy, identity rollout, and campaign development across digital and print. Expertise in storytelling and message consistency, with a record of supporting brand launches and increasing awareness across national markets.

CONTACT

-  (555) 456-8901
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-  LinkedIn | Portfolio
-  Charlotte, NC

KEY SKILLS

- Brand audits
- Campaign messaging
- Competitive positioning
- Cross-channel branding
- Guideline enforcement
- In-store marketing
- Retail branding
- Visual identity rollouts

EDUCATION

Bachelor of Arts in Advertising
University of North Carolina, Chapel Hill, NC May 2016

PROFESSIONAL EXPERIENCE

Brand Marketing Coordinator | March 2020 - Present

Halo Packaging

- Led rollout of updated brand identity across packaging, website, and print, increasing brand recognition survey scores by 40%
- Coordinated seasonal brand campaigns in collaboration with retail partners, contributing to a 28% year-over-year sales lift
- Worked with creative agencies to develop marketing materials and maintain brand voice consistency across all touchpoints

Marketing Associate | June 2018 - February 2020

GRAFFE Goods

- Managed day-to-day execution of brand promotions and conducted audits to ensure guideline adherence across retail displays
- Launched internal brand toolkit and trained 40+ employees on brand standards and visual asset usage
- Supported product naming and storytelling efforts, helping position three new product lines in market

CERTIFICATIONS

- Brand Management Certificate, Coursera – University of London, February 2023