






# CHELSEY OPARE-ADDO

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## BRAND MANAGER

BUILDING BRIDGES BETWEEN ICONIC BRANDS AND THEIR IDEAL CLIENTS

Award-winning Branding and Marketing professional known for challenging the status quo to take calculated risks that resonate with audiences, generate buzz, and drive \$MM revenue growth. Passionate about bringing brands to life through unique blend of creative content development and data-driven marketing.

-  Built Social Media Pages from Ground-Up, Establishing Global Audience & 0 to 30K Following
-  Launched Brands that Demanded Media Attention from FOX, NBC, Yahoo!, Forbes, CBS, & WGN
-  Achieved Record-Breaking \$35M Product Launch (Week 1)

## AWARDS & RECOGNITION

- BEST IN BRAND MARKETING** | Marketer's Magazine | 2021
- PRODUCT LAUNCH OF THE YEAR** | The Kraft Heinz Company | 2018
- MILLION-DOLLAR PRESIDENT'S CLUB** | The Kraft Heinz Company | 2017

## PROFESSIONAL EXPERIENCE

### BRAND MANAGEMENT CONSULTANT | MULTIPLE ORGANIZATIONS

3/2019 - PRESENT

- ▶ Co-created and launched volunteer-led social justice and advocacy non-profit organization
  - Built content strategy that garnered up to 100K views on single YouTube Video and grew Instagram from 0 to 6.3K
  - Strategized brand identity, brand positioning, and go-to-market strategy that attracted target audience from day 1
- ▶ Directed social media, brand activations, content strategy, and PR efforts for 3 organizations
  - Gained features and media attention: FOX, NBC, CBS, WGN, Forbes, Yahoo!, etc.
  - Headed marketing strategy that landed 30K Instagram followers and global attention across US, Europe, and Asia
- ▶ Launched podcast, YouTube channel, and event production business
  - Created content that garnered up to 58K views on single YouTube video and 33.2K Instagram followers
  - Secured PR opportunities and features from The New York Times and Los Angeles Times
  - Converted sporadic podcast listeners into loyal subscribers by updating branding and developing lead magnet for email marketing; efforts increased subscribers 800% in <1 year

### BRAND MANAGER | THE KRAFT HEINZ COMPANY

2/2016 - 3/2019

- ▶ Drove 25% revenue growth across 5 product lines by leading cross-functional marketing and branding projects
- ▶ Doubled website traffic by collaborating with digital agency to optimize SEO and user experience
- ▶ Spiked social media following 200% across Facebook, Instagram, Twitter, and Pinterest by leading social and digital strategy
- ▶ Managed \$25M marketing budget; launched email campaigns, brand promotions, ads, national partnerships, etc.
- ▶ Strategized and executed \$4M product development and launch following company acquisition of little-known brand
  - Developed brand story, go-to-market plans, website and social media creation, and content strategy
  - Generated \$35M 1<sup>st</sup> week of launch, achieving 150% to goal

## EDUCATION

**BACHELOR OF ARTS: MARKETING** | Northeastern University

