

Anika Rao

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Brand Manager

Jaipur, India anika.rao@example.com Fictional sample

01 Professional profile

Brand Manager with an illustrative 11-year career focused on brand governance, campaign coordination and cross-channel consistency. Core strengths include Brand guidelines, Campaign planning and Agency coordination. Selected examples describe the challenge, contribution and handover materials.

EXPERTISE

Core capabilities

Brand guidelines

Campaign planning

Agency coordination

Asset governance

Consumer insights

Launch management

SELECTED WORK

Brand rollout system

Brand implementation toolkit

Product launch narrative

Launch brief and approved-message register

LANGUAGES

English - professional working

Hindi - professional working

CAREER CONTEXT

11 years in this illustrative career.

Three appointments.

Full work examples on page 2.

02 Professional experience

Jul 2022 - Present

Brand Manager

Asterline Brand Practice · Jaipur

Delivered defined workstreams in brand governance, campaign coordination and cross-channel consistency, coordinating reviewers and delivery partners.

- Translated the brand system into practical asset rules and a review process.
- Aligned the launch brief with approved product facts and coordinated creative reviews.

Jul 2018 - Jun 2022

Brand Manager

Northmere Brand Practice · Jaipur

Supported progressively more complex work in brand governance, campaign coordination and cross-channel consistency, with a defined review process.

- Used brand guidelines and asset governance on assigned work; recorded decisions so colleagues could understand the approach.
- Prepared handover materials and incorporated specialist feedback before closing the workstream.

Jul 2015 - Jun 2018

Communications Associate

Cedarfield Brand Practice · Jaipur

Built foundations through supported assignments, observation and practical feedback.

- Assisted with campaign planning and consumer insights, checking work with an experienced reviewer.
- Kept organised work records and developed clear handover habits through supervised practice.

03 Narratives & communications

Keep the brand coherent as it grows.

WORK EXAMPLE 01 / ILLUSTRATIVE

Brand rollout system

Context

Teams interpreted new guidelines differently across channels.

Contribution

Translated the brand system into practical asset rules and a review process.

Prepared for handover

Brand implementation toolkit

WORK EXAMPLE 02 / ILLUSTRATIVE

Product launch narrative

Context

Packaging and campaign copy made conflicting promises.

Contribution

Aligned the launch brief with approved product facts and coordinated creative reviews.

Prepared for handover

Launch brief and approved-message register

04 Education

2013 – 2015

MBA in Brand Management

Asterbridge Institute of Professional Studies

Specialist study with a practice focus on brand guidelines and campaign planning.

2009 – 2013

Bachelor-level study in the relevant discipline

Cedarhaven College of Applied Studies

Foundation study, practical assignments and supervised learning. Fictional institution and qualification record.

05 Professional development

2024

Brand guidelines - advanced practice workshop

Scenario exercises and peer review in brand governance, campaign coordination and cross-channel consistency.

2025

Asset governance - reflective practice seminar

Applied learning reviewed through a bounded example and a written reflection.

Continuing learning examples, not licences or independently verified certifications.

06 Practice & evidence notes

Work focus	Evidence status	Contribution scope
Brand governance, campaign coordination and cross-channel consistency	Illustrative work descriptions; no source artefacts attached	Owned the stated workstream, not all team outcomes

Every employer and institution in this CV is fictional. The two work examples describe individual contributions; supporting artefacts and externally measured outcomes are not supplied. Replace example information with accurate records and permission-cleared work before using this CV.