

Marquita Bajema

Brand Manager

Profile

Dynamic Brand Manager with 2 years of experience, driven by a passion for innovation and growth. Skilled in crafting compelling campaigns, analyzing market trends, and engaging audiences. Eager to learn and adapt quickly in fast-paced environments to elevate brand presence.

Employment History

Brand Manager at Procter & Gamble, AK

Jun 2025 - Present

- Spearheaded a cross-functional team to launch a new product line, achieving a 17% increase in market share within the first six months and surpassing sales targets by \$2.3 million.
- Developed and executed innovative digital marketing campaigns that enhanced brand visibility, resulting in a 32% growth in online engagement and expanding consumer reach by 15%.
- Analyzed consumer insights and trends to refine branding strategies, leading to an improvement in customer satisfaction scores by 21% and driving brand loyalty initiatives forward.

Assistant Brand Manager at Unilever, AK

May 2023 - May 2025

- Spearheaded the launch of a new skincare line, resulting in a 23% increase in market share within the first six months.
- Collaborated with cross-functional teams to develop innovative marketing strategies, boosting online engagement by 37% year-over-year.
- Analyzed consumer data and trends to optimize product positioning, leading to a 15% rise in brand loyalty scores.
- Managed budget allocations effectively, reducing campaign costs by 12% while maintaining high-quality deliverables.
- Led a team workshop on digital marketing tools and techniques, enhancing team productivity and skill sets by 25%.

Certificates

Digital Marketing Institute Certified Digital Marketing Professional

May 2024

Chartered Institute of Marketing (CIM) Diploma in Professional Marketing

Nov 2022

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📍 Ketchikan, AK

Education

Master of Business Administration in Marketing at University of Alaska Anchorage

Oct 2018 - May 2023

Relevant Coursework: Consumer Behavior, Marketing Strategy, Digital Marketing, Brand Management, Market Research, Pricing Strategies, and Integrated Marketing Communications.

Links

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

Skills



Languages

