

COLLEEN NALDOZA

MARKETING & BRAND STRATEGY

CONTACT

Portfolio Link

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San Francisco, CA

ABOUT

Strategic and creative brand marketer with prior brand management experience and a newly earned MA in Fashion Marketing. Known for strong writing and creative ideation skills which translate consumer insights into compelling brand stories that build connection, cultural relevance, and lasting brand presence.

EDUCATION

MA in Fashion Marketing

4.0 GPA

Academy of Art University

(Graduating May 2026)

MBA Marketing *Dean's List*

University of Baltimore

BS in Dietetics *Dean's List*

University of Maryland

CORE SKILLS

Marketing

Brand strategy, market positioning, consumer insights and research, campaign development, digital and social media marketing, project and vendor management

Digital Tools

Adobe Photoshop, InDesign, Illustrator, ChatGPT, Midjourney, Adobe Firefly, Google Workspace, Microsoft Office, Google Analytics, Google Ads, Google Trends, Instagram Insights, Canva, Hootsuite, Buffer, Shopify, MailChimp, Klaviyo

Interpersonal Strengths

Reliable, ethical, self-starter, team player, strong communicator, detail oriented, problem solver, critical thinker, positive attitude

RECENT SCHOOL PROJECTS

Brand Reposition Plan Concept *Levis*

- Completed in-depth analysis to refine target customer segments. Evaluated competitors to identify differentiation opportunities.
- Formulated a new brand narrative and visual direction, aligning with brand heritage. Expanded the product portfolio to increase appeal. Crafted a strategic pricing and distribution plan to achieve revenue/strategic goals.
- Devised an integrated promotional plan and assets using Photoshop and InDesign.

Digital Marketing Campaign *Jamie Haller*

- Conducted market research and defined KPIs focused on awareness, engagement, and conversion. Identified and segmented customers.
- Developed a multi-channel promotional plan. Produced visual assets, including streaming media, display ads, and SMA. Identified key influencer and affiliate partnerships.
- Designed SEM and SEO tactics using Google Analytics, Ads, and Trends. Created SMM, direct mail, and SMS assets.
- Created a detailed campaign calendar and budget.

PROFESSIONAL EXPERIENCE

Merchandising & Sales Associate *Parker Thatch*

- Drove revenue through personalized customer engagement while maintaining visually compelling and well-stocked merchandising displays.

Brand Marketing *Genentech*

- Developed strategic and tactical plans to strengthen the brand's market position (BioOncology & Lytics medications).
- Managed budgets to optimize financial outcomes, including margin and revenue. Led promotional campaigns to increase brand positioning, communicate key messages, and surpass sales goals.
- Ensured compliance of promotional materials and programs with company policies, procedures, and regulations. Established and tracked KPIs to align internal and external partners with objectives.
- Oversaw contracted vendors and collaborated with cross-functional teams.