**Ronald C. Pedro**

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**Career Objective:**

To work as a brand analyst for a large consumer product manufacturing company and help the management in building brands by applying effective marketing and branding strategy.

**Summary of Skills:**

* Thorough knowledge of the economic and financial aspects of market along with the ability to detect changes in market behavior
* Proficient with all market research tools, software, and techniques along with strong data interpretation abilities
* Ability to handle multiple responsibilities while ensuring accurate and timely execution of each activity
* Excellent time and task management abilities with abilities to prioritize tasks
* Strong leadership, coordination and communication skills

**Work Experience:**

Bran Analyst

Summit Electronics Ltd., Phoenix, AZ

September 2013 - Present

* Computing the value of the organization's brand in the market and keeping the organization updated about any fluctuations in its value
* Studying behavior of consumers and noting the changes in their requirements, complaints, and future expectations
* Monitoring activities of market competitors, analyzing its effect on the organization's brand and submitting weekly/monthly quarterly reports, based on the findings
* Participating in product development activities by advising teams on marketable product designs and features

Brand Analyst

Pioneer Inc., Phoenix, AZ

February 2012 - August 2013

* Coordinated with product development and research teams to understand key features of the product to be able to highlight them in promotional activities
* Planned and undertook several promotional activities required to create a prominent image for the product and improve its market value
* Identified the top performing and slow performing products from the entire product range, and allocated resources to earn maximum returns
* Cooperated with sales team and gathered sales report
* Evaluated reports to compute the reasons for low targets or high targets to be able to draft effective sales strategies

**Education:**

* Bachelor's Degree in Business Management  
  Phoenix University, Phoenix, AZ  
  2011

**Reference:**

On request.