Jocelyn Valdez

Brand Manager

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SUMMARY

Brand manager with 5 years in packaged foods and beverage, owning a $14M brand P&L and running the agency relationships behind national campaigns. Led a repositioning that grew market share by 1.8 points in 18 months and a flavor launch that hit its first-year volume target. Known for briefs that keep creative on strategy and for reading sales data fast.

EXPERIENCE

Brand Manager — Northfield Foods Co.

Minneapolis, MN · Apr 2022 – Present

- Own the $14M P&L for the Northfield snack line, setting pricing and trade spend that held gross margin at 38% through 2 cost increases.
- Led a brand repositioning with a new agency, cutting message testing from 6 concepts to 2 winners that grew market share from 9.1% to 10.9% in 18 months.
- Launched a new flavor into 1,800 stores, writing the go-to-market plan that hit its first-year volume target by week 40.
- Briefed and managed 3 agencies (creative, media, PR) on a $3.2M annual budget, cutting average campaign turnaround from 10 to 7 weeks.

Assistant Brand Manager — Lakeshore Beverage Co.

St. Paul, MN · Jul 2019 – Mar 2022

- Supported the $6M regional soda brand, running quarterly promotions that lifted same-store sales by 12% during back-to-school.
- Ran monthly tracking studies with a research vendor, surfacing a packaging complaint that led to a redesign and a 4-point jump in purchase intent.
- Coordinated 15 retailer co-op marketing programs, reconciling spend against a $900K budget with no overage.

SKILLS

Strategy: Brand positioning, P&L ownership, pricing and trade strategy, go-to-market planning

Marketing: Campaign management, media briefs, packaging, social and retail activation

Data: Nielsen/IRI syndicated data, Excel, consumer tracking studies, A/B creative testing

Collaboration: Agency management, sales and trade marketing partnership, cross-functional launches

CERTIFICATIONS

Kantar Brand Guidance Certificate, 2021

EDUCATION

B.A. Marketing, University of Minnesota, 2019

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