

GENESIS LEWIS

Innovative Marketing Specialist at Nike

PERSONAL DETAILS

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genesis.lewis@example.com, (111) 222 33 444 55
LinkedIn: linkedin.com/in/genesis-lewis123

PROFILE

Results-driven Nike employee with a Bachelor of Science in Business Administration and extensive experience as a Global Brand Manager. Adept at developing and executing innovative brand strategies, leading cross-functional teams, and driving market growth. Proven track record in enhancing brand visibility, fostering customer loyalty, and achieving business objectives on a global scale. Skilled in data-driven decision making, strategic planning, and project management. Passionate about sports and committed to delivering excellence in brand management.

EMPLOYMENT

Marketing Manager

FusionWave Marketing Solutions, Jersey City

Jan 2022 - Present

- Increased annual revenue by 30% through targeted digital marketing strategies and optimized advertising campaigns
- Successfully launched and managed 5 high-impact marketing campaigns resulting in a 25% increase in customer acquisition
- Spearheaded SEO initiatives that boosted website traffic by 40% and improved search engine rankings

Global Brand Manager

Nexara International Holdings, Tucson

Jan 2020 - Jan 2022

- Led global rebranding initiative, increasing brand recognition by 35% and driving a 20% increase in market share within a year
- Developed and executed multi-channel marketing campaigns, resulting in a 25% boost in sales and a 30% rise in customer engagement
- Managed product launch in 15 international markets, achieving \$10 million in revenue within the first quarter and exceeding sales targets by 50%

EDUCATION

Bachelor of Science in Business Administration

University of Arkansas, Fayetteville

Jan 2017 - Jan 2020

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The Handbook of Fashion Law ,2025-02-12 Over the past few years fashion law has emerged as a vibrant field of inquiry The legal and policy issues affecting the fashion sector have been investigated with increasing intensity while a growing number of private practice lawyers and in house counsel regard themselves as practising fashion law But what is fashion law And what are the specific legal challenges facing the fashion sector as well as related solutions The Handbook of Fashion Law seeks to answer these questions by bringing together multiple voices approaches and jurisdictions Its contributions are organized into four thematic areas Part I considers the legal infrastructure of the fashion and luxury industries addressing issues related to intellectual property IP as well as the demands of the circular economy protection of cultural heritage and freedom of expression and information Part II maps the IP dimensions of fashion by reviewing the application of design rights copyright trade marks geographical indications plant variety rights and trade secrets Part III analyses specific contractual issues arising in the fashion sector It examines the application of principles and rules found in regulatory frameworks including those governing advertising competition consumer and tax laws Finally Part IV dissects and evaluates the role of new and emerging technologies in the fashion sector from a legal perspective It considers concepts such as e commerce 3D printing counterfeiting artificial intelligence non fungible tokens NFTs the metaverse gaming and wearable technology The Handbook of Fashion Law offers readers a multidisciplinary and multijurisdictional understanding of legal challenges facing the fashion sector Bringing together a diverse range of experts its contributions offer readers an in depth critical and strategic understanding of the fashion industry s legal intricacies **The United States Patents**

Quarterly ,2013 Report of cases relating to patents trade marks copyrights decided by Supreme Court of the United States United States Circuit courts of appeals District courts of the United States United States Court of Customs and Patent Appeals Court of Claims of the United States United States Court of Appeals for the District of Columbia Commissioner of Patents and Patent Office Board of Appeals **Summary of Wired to Care by Dev Patnaik and Peter Mortensen**

QuickRead,Lea Schullery, Learn how companies prosper by creating widespread empathy How do you know what your customers want Oftentimes businesses will do everything they can to determine their customer s needs by generating reports analyzing them evaluating the numbers and then creating a strategy from their findings But will this bring you closer to your customers No The problem with this strategy is that businesses who do this fail to create an empathic connection with their customers I mean can you truly know what a customer wants without putting yourself in their shoes Probably not What your customers really want is for you to interact with them ask them questions and find out what they struggle with Through Wired to Care you ll find out why businesses with empathy are the most successful so keep reading to find out why Nike turned their offices into a training facility how Microsoft created a product for themselves and how an ordinary cleaning company has the power to impact lives around the world Do you want more free book summaries like this Download our app

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Monthly Catalog of United States Government Publications United States. Superintendent of Documents, 1985 February issue includes Appendix entitled Directory of United States Government periodicals and subscription publications September issue includes List of depository libraries June and December issues include semiannual index *Monthly Catalogue, United States Public Documents*, 1985

InfoWorld, 1998-09-07 InfoWorld is targeted to Senior IT professionals Content is segmented into Channels and Topic Centers InfoWorld also celebrates people companies and projects *The Standard and Poor's 500 Guide* Standard & Poor's, 2005-12 Text and statistical data on 500 individual companies

InfoWorld, 1998-10-05 InfoWorld is targeted to Senior IT professionals Content is segmented into Channels and Topic Centers InfoWorld also celebrates people companies and projects *American Aviation*, 1956 Issues for include Annual air transport progress issue

InfoWorld, 1998-08-31 InfoWorld is targeted to Senior IT professionals Content is segmented into Channels and Topic Centers InfoWorld also celebrates people companies and projects

Summary University of California, Los Angeles. Dept. of Engineering, 1960

InfoWorld, 1998-10-12 InfoWorld is targeted to Senior IT professionals Content is segmented into Channels and Topic Centers InfoWorld also celebrates people companies and projects *Electronic Design*, 1962

Adweek's Marketing Week, 1990-11

Library of Congress Catalog Library of Congress, 1960

The National Union Catalog, 1963 Constitutes the quinquennial cumulation of the National union catalog Motion pictures and filmstrips

Ad \$ Summary, 1980 Advertising expenditure data across ten media consumer magazines Sunday magazines newspapers outdoor network television spot television syndicated television cable television network radio and national spot radio Lists brands alphabetically and shows total ten media expenditures media used parent company and PIB classification for each brand Also included in this report are industry class totals and rankings of the top 100 companies of the ten media

U.S. Government Films for Public Educational Use United States. Office of Education, 1964

U.S. Government Films for Public Educational Use, 1964

Introduction to Management Accounting Charles T. Horngren, 2008 One of three versions of the 14th edition Versions include 1 The full book containing chapters 1 17 with three additional chapters as a refresher on financial accounting 2 A brief book containing chapters 1 14 with a concise treatment of management accounting topics 3 SafariX an E version of the book

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