

# Neha Mckinney

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## SUMMARY

Global market and **consumer products** marketing professional with four years of experience guiding private brand strategy, **new product development**, category analytics, **customer presentations**, and **omnichannel execution**. Builds practical product and assortment recommendations from POS, shopper, competitive, pricing, and syndicated market data using Circana, Nielsen, IRI, NPD Group, Walmart Scintilla, and retailer reporting. Guides products from concept through launch, aligning financial targets, packaging, features, pricing, promotional assets, and customer requirements. Coordinates product development, graphic design, industrial design, sales, operations, finance, and digital marketing partners through clear decisions and follow up. Customer facing work includes line reviews, proposals, samples, pricing insights, meeting materials, product setup, and launch communications. Ready to contribute disciplined category thinking and thoughtful collaboration across consumer products programs.

## EXPERIENCE

### Market Manager, Private Brand Strategy

October 2024 - Present

Lakefront Home & Lifestyle

*Evanston, Illinois*

Directs **private brand** and category initiatives for a national mass retail account. Supports product strategy, customer planning, new product development, omnichannel launches, and cross functional execution from insight through launch.

- Shaped seasonal recommendations from POS, shopper, assortment, competitive, and pricing evidence for retail planning.
- Guided product concepts through development gates with design, sales, operations, finance, and customer partners.
- Used Circana and retailer reporting to identify category gaps, item opportunities, and **market share** themes.
- Built line review decks, pricing narratives, **product samples**, and decision materials for customer meetings.
- Coordinated packaging, promotional assets, product setup, and **launch communications** across internal and external workflows.
- Partnered with **digital marketing** on **Walmart.com** initiatives, linking assortment priorities with digital growth opportunities.

### Associate Brand Manager, Consumer Products

October 2023 - September 2024

Prairie Consumer Brands

*Oak Brook, Illinois*

Managed portions of consumer product lifecycle work from product briefs through commercialization. Coordinated design, sourcing, operations, commercial partners, customer content, product setup, packaging, and launch communications within approved requirements.

- Framed product briefs from category performance, **competitive** assortments, and consumer feedback for commercialization decisions.
- Advanced concepts through development by coordinating features, finishes, colors, packaging, and cost discussions.
- Analyzed Nielsen and Circana data for customer specific **assortment** and **pricing** recommendations during account planning.
- Created presentation content, validated item details, organized samples, and tracked customer commitments through completion.
- Maintained **product setup** and launch records, resolving incomplete specifications before customer milestones.
- Coordinated **packaging** and communications from brief through release across brand, customer, and production needs.

### Marketing Specialist, Retail Products

October 2022 - September 2023

Midwest Retail Products

*Downers Grove, Illinois*

Supported brand and channel programs for consumer products sold through large retail accounts. Turned retail data into category summaries, customer materials, packaging updates, product setup records, and actionable meeting follow up.

- Consolidated **POS**, **IRI**, assortment, and competitive information into category summaries for planning discussions.
- Prepared **customer proposals** and product comparison materials from item movement, **price ladders**, and market information.
- Coordinated **graphic design**, product, and sales inputs for packaging updates and **promotional materials**.
- Managed product setup records for new and revised items, correcting data gaps before submission.
- Captured customer and internal meeting actions, maintained decision logs, and followed dependencies through completion.
- Supported account execution while building stronger judgment in category analysis and customer communication.

## PROJECTS

### Omnichannel Retail Launch Program 📅 2025

Coordinated assortment, product content, packaging, promotional materials, and digital launch inputs for a retail program. Connected customer priorities with Walmart.com execution and practical follow up across marketing, sales, operations, and product partners.

### Category Assortment Opportunity Review 📅 2024

Combined Circana, Nielsen, IRI, POS, shopper, competitive, and price ladder information into item level recommendations. Created customer ready insights supporting line reviews, market share discussions, and product lifecycle decisions.

LEADERSHIP & AWARDS

- Selected for expanded market manager ownership after consistent delivery across private brand programs and customer planning.
- Recognized by cross functional partners for clear line review materials, dependable follow up, and practical product decisions.
- Entrusted with customer facing work spanning product development, packaging, pricing, samples, and launch execution.

EDUCATION

**Bachelor's Degree in Marketing**  
DePaul University   GPA: 0.0  
*Coursework: Consumer Behavior, Brand Management, Marketing Research, Retail Marketing*

2022  
Chicago, Illinois

CERTIFICATIONS

- Google Analytics Certification 📅 2025
- Professional Product Management Certificate 📅 2024

TECHNICAL SKILLS

- **Market Research Tools:** Circana, Nielsen, IRI, NPD Group
- **Retail Analytics:** Walmart Scintilla, POS Analysis, Modular Performance
- **Category Planning:** Shopper Behavior, Assortment Strategy, Price Ladders
- **Product Development:** New Product Development, Product Lifecycle Management, Product Briefs
- **Brand Management:** Private Brand, Consumer Products, Brand Strategy
- **Customer Presentations:** Line Reviews, Customer Proposals, Presentation Decks
- **Omnichannel Marketing:** Walmart.com Strategy, Digital Marketing, Launch Planning
- **Packaging Development:** Packaging, Promotional Materials, Product Specifications
- **Financial Planning:** Net Sales, EBITDA, Target Costs
- **Retail Account Support:** Customer Meetings, Account Planning, Retail Execution
- **Design Collaboration:** Graphic Design, Industrial Design, Product Finishes
- **Product Setup:** Item Setup, Approval Tracking, Launch Records

SKILLS

- |                           |                                |                    |                       |
|---------------------------|--------------------------------|--------------------|-----------------------|
| • Market Strategy         | • Product Lifecycle Management | • IRI              | • Category Management |
| • Private Brand           | • Walmart Scintilla            | • NPD Group        | • Assortment Strategy |
| • Consumer Products       | • Circana                      | • POS Analysis     | • Price Ladders       |
| • New Product Development | • Nielsen                      | • Shopper Behavior |                       |

PROFESSIONAL AFFILIATIONS

- American Marketing Association, Chicago professional member focused on consumer products and retail marketing.
- Shop! Association, professional participant engaged with shopper marketing, packaging, merchandising, and retail trends.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

**Work Status** : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST