

Marjan Mahmoodi

Creating work that connects, inspires, and simplifies is at the core of everything I do as a Brand Manager and Marketing Specialist & across B2B and B2C. From print to digital and video, I thrive on collaboration, solving complex challenges, and making brands more engaging and human.

Education

2014-2018

University of British Columbia

Bachelor's of Media Studies

Experience

Brand Manager

2020 — Present

Vivreau (Brita Group)

Brand & Campaign Strategy:

- Develop and execute multi-channel North America brand campaigns across Vivreau Dispensers, Vivreau Professional Filters, and Mavea, aligning with global brand direction while tailoring strategy to regional business goals.
- Lead product launch and quarterly campaign strategy, including market analysis, messaging frameworks, deliverables planning, creative briefing, and cross-channel rollout (digital, social, email, paid media, landing pages).
- Define KPIs and track performance across campaigns, analyzing results and sharing insights to optimize engagement, lead generation, and ROI.

Retail & Ecommerce Marketing:

- Partner with retailers including Amazon Basics, Walmart, Target, and Costco to deliver best-in-class product content and creative assets across e-commerce platforms; increase Amazon Basics traffic conversion by 5pp to 45%.
- Direct packaging redesigns for multiple retail SKUs, ensuring compliance with legal, regulatory, and brand guidelines while enhancing consumer experience.

Creative Direction, Multimedia Production, Social Media Strategy:

- Oversee creative development and execution for 100+ video assets, including product tutorials, and promotional campaigns; manage scripting, on-set production, and editing.
- Drive LinkedIn growth from 1K to 7K+ followers by launching storytelling-led content series that position Vivreau as a thought leader in sustainability and innovation

Cross-Functional Collaboration & Stakeholder Management:

- Partner with Sales, Operations, and Service teams to align marketing strategy with business priorities, ensuring campaign effectiveness and consistency across touchpoints.
- Manage a network of vendors and freelancers, providing clear briefs, feedback, and timelines to deliver creative output aligned with brand and business needs.

Skills

Design & Creative: Adobe Creative Suite, Photography, Videography

Web & CMS: WordPress, Squarespace, Webflow

Marketing: SEO, Digital Marketing, Email Marketing (Mailchimp, Constant Contact), Content Strategy

Contact



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