

Ohemaah Ntiamoah

MARKETER | BRAND MANAGER



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Los Angeles, CA



www.ohemaahportfolio.com

Decorated marketer with big-brand experience (M&M'S, Kool-Aid, Nature Made). Expertise in product management and brand strategy. Strong creative and analytical skills. Leader and team player with an eye for detail.

EXPERIENCE

PHARMAVITE..... MAY 2023 - MAY 2024 | WEST HILLS, CA INNOVATION MARKETING MANAGER

- **Developed innovation** for core brand NatureMade in Multivitamins, Sleep, Immunity, and Heart Health categories. Owned P&L and **shaped Brand Strategy & product naming strategy** for Nature Made vitamins.
- Led **white-space exploration, consumer research, & ideation to develop strategy**. Routinely presented to senior leaders & **problem-solved with cross-functional team**.
- Managed **multiple big-bet projects simultaneously for 2024, 2025, and future pipelines**. Successfully transitioned 6 innovation projects for Execution.

MUNCHKIN..... OCT. 2021 - MAY 2023 | VAN NUYS, CA BRAND MANAGER

- Developed **white space opportunities** for 5 categories with a growth goal of 10% YOY. **Developed 3-yr. Strategies**.
- Routinely **pitched new products and M&A opportunities** to C-suite executives with high approval rate within months.
- **Owned & managed a \$110M P&L** spanning 5 categories including company's #1 business: Cups. Conducted robust financial scenario analysis to optimize pricing & profitability.
- Led big-bet innovation projects, **complex portfolio-wide changes, SKU rationalizations, & sell sheets for Sales**.
- **Presented to retailers such as Walmart and Target** in line reviews. Prepared sales presentations & led follow-up's.
- **Managed 1 direct report**. Received positive feedback on leadership style.

MARS WRIGLEY..... AUG. 2016 - OCT. 2021 | NEW JERSEY SR. ASSOCIATE BRAND MANAGER, M&M'S

AUG. 2020 - OCT. 2021

- **Launched company big-bet M&M'S MIX in 2021 generating \$50M in revenue**. Monitored launch operations and triaged issues.
- Created **sales materials, led cross-functional team, managed volume forecasting, & made strategic decisions**. Sell-through achieved top tertile performance in category.
- **Mitigated supply chain issues** during MIX launch, rapidly starting up an additional production site at 3rd party, freeing up 5,000 cases for C-stores, and **achieving full production recovery 2 months earlier than anticipated**. Improved case-fill by 12 percentage points within 4 months.
- **Collaborated with team for creative problem solving**. Presented detailed status reports to VP of Sales and Ops team routinely.
- Managed 360° media plan to support launch. Collaborated with agencies and secured celebrity endorsement deal with Megan Trainor.
- **Developed ads & social media content earning 250MM impressions** and 159 media placements (including POPCULTURE, TODAY.COM, & YahooFinance!). Campaign was nominated for awards.
- **Oversaw multimillion-dollar M&M'S production budget, including funds for Super Bowl LIV ad featuring Dan Levy**.

EXPERIENCE (CONT'D)

SR. ASSOCIATE BRAND MANAGER, VALENTINE'S DAY

APR 2018 - AUG. 2020

- **Managed a \$100M product portfolio encompassing 140 items across all Mars Wrigley brands.**
- Introduced **winning strategies** achieving **2.5% growth and \$2M in cost savings. Improved profit margins by 3.1%.**
- **Wrote 3-year strategy** for Valentine's Day **based on insights & category data.** Oversaw **planning for 3 years simultaneously.**
- **Introduced Non-Romantic Gifting strategy to Valentine's Day, a first for MARS.** Led team to launch Dove® gifting tin tubes, Dove® diamond boxes, 'Twixmates', and Dove® Truth Or Dare candies.
- Represented MARS at **customer line reviews** and presented new products to Buyers.
- **Launched "Spread Love" campaign** for Valentine's Day, briefing agencies and creating product catalogs. Distributed sales materials to customer account teams and internal stakeholders.
- **Successfully coached and managed an MBA intern who earned & accepted an offer.**

INDUSTRIAL ENGINEERING MANAGER, GRADUATE LEADERSHIP DEV. PROGRAM

AUG. 2017 - APR. 2018

- Identified **straightforward solutions to complex supply chain issues** for Halloween and Valentine's Day projects.
- **Liaised between factories and demand teams**, using industry-standard tools to resolve feasibility concerns and navigate last-minute obstacles.

PORTFOLIO GROWTH ANALYST, GRADUATE LEADERSHIP DEV. PROGRAM

AUG. 2016 - AUG. 2017

- **Internal consulting & project management**
- **Identified gaps** in strategy-setting and **created a comprehensive recommendation, securing VP buy-in within 6 months.**
- Developed a labor resource constraint tracking solution and a **semi-automated data visualization tool. Trained successor** on these tools.
- Led monthly portfolio analysis in leadership meetings, presenting to Directors and **facilitating data-driven discussions to drive behavioral change at the C-suite level.**
- **Managed MARS out of an \$8M inventory backlog**, presenting insights and recommendations to VPs, and ensuring timely project completion.

KRAFT HEINZ..... JUNE 2015 - AUG. 2015 | CHICAGO, IL

ASSOCIATE BRAND MANAGER, SUMMER INTERNSHIP

- **Developed a Better-For-You claims strategy for Kool Aid** & a financial valuation of consumer cohorts to inform target audience.
- Managed timelines for two summer projects, secured cross-functional commitments, and identified critical pivots.

EDMC (EDUCATION MANAGEMENT CORPORATION)..... JAN. 2011 - JUL. 2014 | CHANDLER, AZ

ADMISSIONS REPRESENTATIVE, FINANCE COUNSELOR

- **Sales & Customer Centricity** - Enrolled & counseled undergrad and graduate students through college preparedness. Won company award for highest student engagement.

FINANCE COUNSELOR

- Counseled students through financial preparedness for college. Managed a book of up to 200 accounts successfully.
- Won company awards consistently (highest accounts receivable cash collections).

EDUCATION

CARNEGIE MELLON UNIVERSITY

2014- 2016

Master of Business Administration -- Marketing, Strategy, Org. Behavior

Fellow (Full Tuition Scholarship) | President, African Business Collective | VP, Marketing Club

LOYOLA MARYMOUNT UNIVERSITY

2006 - 2010

Bachelors, Business Administration -- **3.83 GPA**

Trustee Scholar (Full Scholarship) | Valedictorian, Kente Class of 2010 | Honors Program | Alpha Sigma Nu | Beta Gamma Sigma

LANGUAGES

Fluent: English & Twi (Ghanaian Language)
Conversant: French & Spanish
Familiar: German

SKILLS

- Process/Framework Development
- Data-Based Decision Making
- Nielsen & IRI
- Social Media Marketing
- Data Analytics & Visualization
- Storytelling & Public Speaking