



Angela Naphin

Increasing revenue by
converting brand awareness
into brand love.

Professional Portfolio



Angela Naphin

Strategy Creator | Insights Interpreter | Brand Loyalty Inspirer

Marketing strategist who increases revenue by creating actionable plans that convert brand awareness into brand love. I am known as a critical thinker who interprets data to uncover possibilities and solve complex problems. A proven leader, I galvanize teams, gain alignment and encourage untapped potential to achieve business goals. Expertise includes:

- Strategic Planning/Implementation
- Customer Relationship Management
- Portfolio Management
- New Product Development
- Marketing Technology
- Cross-Functional Collaboration
- Team Leadership/Mentorship
- Marketing Program Creation/Execution
- Campaign Oversight

Increasing revenue by converting brand awareness into brand love.

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**TOMORROW'S
WORKPLACE,
TODAY**

Re-imagining the way people work is what we do best. By offering choice, flexibility, wellness and the latest technology, we have created one of the most innovative work environments for our team. We deliver our best so that our people can deliver theirs.

CBRE

**Director,
Brand and
Broker Marketing**

Lead brand and marketing efforts for the Southeast Region including strategic positioning, content marketing, social media, brand and broker awareness. Campaign oversight, development and execution plan management.

Challenge

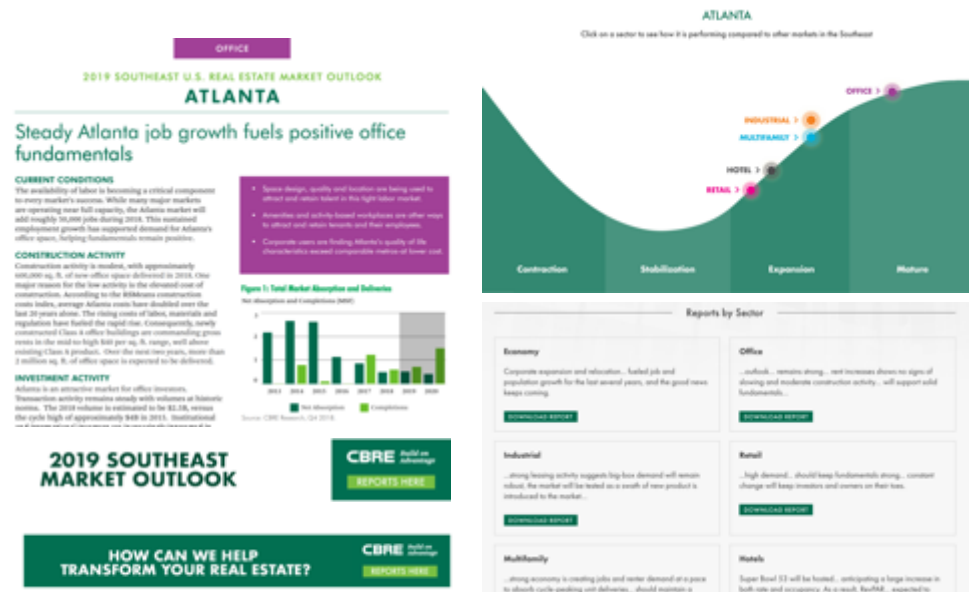
Key KPI to create awareness of and client engagement with research reports.

Action

Initiated joint planning process with research and communications teams to align on content marketing and shared success metrics. Crafted digital strategy, communication and production plan. Launched comprehensive digital media campaign. Tactics included refreshed website, digital ad campaign, social media and client touch materials.

Results

Digital ads generated **3x** average CTR and averaged **12%** in the first month of campaign. Over **16,000** leads generated from report downloads.





BETTER WORKPLACE PERFORMANCE [EXPLORE MORE](#)

FLEXIBILITY, PRODUCTIVITY & TECHNOLOGY [EXPLORE MORE](#)

WHERE EMPLOYEES FEEL ENGAGED AND THRIVE [EXPLORE MORE](#)

Flying with Delta Air in November?
Check out CBRE in Delta Sky Magazine, highlighted as a leading company using technology.

CBRE IN THE NEWS

The online version of the magazine can be found here. (CBRE is featured on pages 80, 98, 101-102, 113 and 120) Our space serves not only as our home base, but also as a visual representation for what we are able to accomplish for our clients. If you haven't had the opportunity, I would love to give you a tour.

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SAMUEL D. HOLMES
Vice Chairman
sam.holmes@cbre.com
www.cbre.com

CBRE [www.cbre.us](#)

We're moving!

WELCOME DAY
JUNE 3RD, 2019

360
WELCOME TO WORKPLACE ADVANTAGE

3300 Lenox Road, Suite 2000, Atlanta, GA 30326

CBRE

CBRE ATLANTA
WORKPLACE360
Welcome to Workplace Advantage

CBRE

Challenge

CBRE Atlanta Headquarters moved after 12 years. New flexible, open workplace environment was largest implementation in the world of product called Workplace360.

Action

Led internal change management and external awareness campaign of workplace product. Tactics included social media, digital ads, website and content marketing culminating with a large client event.

Results

Content gained over **6M** global impressions, ads yielded **2x** average CTR and campaign was replicated nationally as a best practice.



Category Marketing Leader, Cookies



Led strategy, product development, pricing, P&L and portfolio optimization to maximize \$100M cookie category and ensure sustainable profitable category growth.

NEW! Welch's® PB&J Cookie

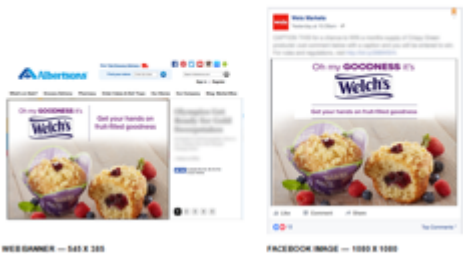


- Peanut butter cookie surrounds filling based on Welch's Concord grape jelly
- Windowed box lets consumers know this is a premium product
- Five cookies per box
- Tamper-proof stickers included
- **Note that we must call cookie "PB&J", not "Peanut Butter and Jelly" as filling is not 100% jelly**



Item Code	Case	Net Wt (LBS)	Gross Wt (LBS)	Case Dimensions	TI	HI	Pallet Quantity	Shelf Life
10222564	80 2.25 oz cookie pucks + 16 retail boxes with tamper-proof stickers	11.25 lbs.	13.25 lbs.	19.93" X 10.13" X 5"	8	8	64	365 Days Frozen; 5-7 days after baking

Digital Assets



Merchandising Display Elements



Challenge

Create competitive differentiation while increasing margins at the In-Store bakery.

Action

Introduced fresh-baked fully-branded cookie line in colorful eye-catching packaging.

Results

1st Fully-Branded Product Line in bakery
\$15M sales exceeded projections in first year



The Coca-Cola Company

Senior Manager, Trade Communications

Coca-Cola North America

Drove development of \$2.5M comprehensive communications strategy for retail and foodservice customers. Tactics included creating brand identity and integrated customer messaging executed through trade shows, sponsorships, advertising and public relations.



Top 5%

Unaided awareness for every ad

75%

Average readership for every ad



Challenge

Customer satisfaction ratings were declining.

Action

I performed a gap analysis of customer research studies and recommended focus on value proposition. Moved customer marketing from tactics to value driving activities.

Results

- ✓ **Increased Customer Satisfaction Ratings**
Changed behaviors and repositioned the brand with customers.
- ✓ **Achieved Harvey Ad Readership Awards** for more than 30 ads produced.
- ✓ **New** logo, tagline, advertising, collateral and events strategy.

Challenge

Customer website unproductive.

Action

Crafted strategy, communication and change management plan. Re-launched and rebranded site with sales and marketing focus through partnership with internal PR team.

Results

1,400

Qualified sales leads monthly

40%

Reduction in content admin time

\$2M

In print media garnered



ENDORSEMENTS



LaTres Jarrett

**Director, Strategic Partnerships
@CSM Bakery Solutions**

Committed and Collaborative. Those are the words that come to mind when I think of Angela Naphin. Angela is a great leader because she has passion for her work and is committed to excellence. She empowers her team and collaborates with others to generate stellar results. I am continually impressed with her ability to analyze data and translate it into actionable strategy and plans.

Marcia Bettich

Marketing Manager @CBRE

Angela's eternal optimism, enthusiasm, and collaborative spirit for elevating the brand and serving our clients has led our team to repeated success. Her ability to interpret needs and synthesize ideas leads to great outcomes for all our clients. She is a true servant leader, who works tirelessly to empower those she leads. She is a true leader-mentor who cares, who has the instinct to see the value in her people and to give them the opportunity to shape their best selves.

Debbie Brock

**Global Director, Strategy &
Communications @The Coca-Cola Company**

What makes Angela unique is her ability to blend an accessible leadership style with razor sharp strategic implementation capabilities. Angela leveraged a positive team culture and experienced leaders to create a thoroughly shared vision for the future that is now expanding to include additional cross-functional organizations. Angela has achieved similarly successful results when she led Trade Communications as well as Innovation and Packaging teams. Angela is a high energy leader with infectious enthusiasm who creates deeply loyal relationships with her clients, teammates, and peers.

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