

Chapter 31 Branding, Packaging, and Labeling
Career Chatroom Career Profile

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Q What do you do at work?

A I plan and manage strategic marketing efforts, which help build brand awareness and loyalty. Long-term projects include assisting in the development and management of brand positioning and identity in line with the brand vision. Duties include analyzing market trends, brainstorming with my brand team, developing promotional plans, outsourcing agency projects, and communicating these programs to our sales and field organizations. Brand management is exciting because we are involved in every step of the marketing process—from identifying consumer needs to developing new products to communicating our message through advertising.

Q What was your first job in marketing?

A My first job was as a field marketer for FUZE Beverage. I was responsible for promoting and sampling FUZE at events and educating consumers about its product offerings. At the time, it was a very small company. I had to make the most of a small budget, which taught me the importance of efficient spending and how to negotiate. This position allowed me to better understand our consumers and how to reach them.

Q What skills are most important to you?

A Passion for what you do and teamwork is important. The foundation of quality marketing comes from believing in the brand vision. Bringing strategies to life is only made possible through the support of your team.

Q What is your key to success?

A Eagerness to learn and having a positive outlook on life is essential.