Caesar Gomez

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Professional Summary

Brand & Product Management Leader with 10+ years of experience in the automotive aftermarket and power tools industries. Proven track record of driving revenue growth through strategic product development, brand advocacy, and cross-functional execution. Adept at working with national retailers, e-commerce giants, and internal stakeholders to bring innovative, market-relevant products to life.

Core Competencies

- Product Lifecycle Management
- Brand Strategy
- Market Analysis
- Cross-Functional Leadership
- Key Account Management
- Digital Marketing
- Retail Channel Development
- Training & Enablement
- Salesforce · Power BI · Amazon Vendor Central

Professional Experience

Project Manager | Central Valley Glass & Screen — Sacramento, CA - *August 2024 – Present*

- Manage projects from start to finish, ensuring accurate order data and timely, complete deliveries.
- Collaborate with purchasing to maintain optimal raw material inventory levels for uninterrupted production.
- Develop and monitor KPIs and analytics to enhance company efficiency.
- Liaise with customers, Sales, and CSRs to confirm order accuracy and delivery logistics.
- Source fleet vehicles and machinery, negotiate with external vendors for expanding operations.

Freelance Business Consultant - *May 2023 – August 2024*

- Advised emerging brands on market positioning, product strategy, and digital presence to drive engagement and revenue growth.
- Conducted competitor and category analysis to identify white space and refine product offering.
- Led branding workshops and developed go-to-market frameworks for DTC and retail-facing clients.
- Collaborated with client teams to build sales enablement tools and internal training programs.
- Supported vendor sourcing and negotiation efforts for startup product lines.

Transamerica Auto Parts – 4 Wheel Parts / Hoonigan - *July 2019 – May 2023*

Brand Manager - *July 2022 – May 2023*

- Led brand vision and strategy across all customer touchpoints, preserving brand integrity.
- Managed full product lifecycles from concept through launch, aligning innovation with market needs.
- Designed and implemented sales enablement tools and training to enhance performance.
- Conducted competitive analysis and market research to uncover growth opportunities and revenue drivers.
- Executed strategic marketing campaigns to elevate brand visibility and engagement.

- Managed key accounts: Amazon, Meyer Distributing, Turn 14 Distribution.
- Collaborated cross-functionally with sales, marketing, engineering, and production teams.
- Developed and delivered internal training to support team growth and operational alignment.

Category Manager - *July 2021 – July 2022*

- Owned strategic vision and execution for product categories, aligning with brand growth goals.
- Directed category lifecycle management from ideation through performance tracking.
- Developed sales enablement strategies and tools to support team KPIs and revenue growth.
- Provided executive leadership with market insights, competitive analyses, and growth strategies.
- Built relationships with internal and external stakeholders to support category initiatives.
- Facilitated cross-functional collaboration and training to ensure strategic alignment and knowledge sharing.

Associate Product Manager - *July 2019 – July 2021*

- Managed product development and lifecycles for multiple SKUs, ensuring timely launches.
- Supported competitive analysis and opportunity assessments to inform portfolio decisions.
- Partnered across departments to deliver value-driven product launches and updates.
- Created and led product training for internal teams, supporting growth and market success.

Makita U.S.A. — La Mirada, CA - *March 2014 – July 2019*

Associate Product Manager - *September 2017 – July 2019*

- Managed accessory division segments, collaborating cross-functionally to launch innovative, market-driven products.
- Led packaging design and optimized retail layouts using consumer behavior insights to increase shelf impact.
- Created promotional content and partnered with influencers to drive product visibility and engagement.
- Coordinated new product launches with marketing, ensuring brand alignment and successful go-to-market strategies.
- Key accounts included Home Depot, Amazon, Ace Hardware, and True Value.
- Awarded 2020 PTIA Award for Makita's Impact XPS Fastener line.

Digital Marketing Specialist - *July 2016 – September 2017*

- Enhanced digital and physical retail presence through SEO and UX improvements, boosting online product visibility.
- Created and managed product content, optimized landing pages, and performed A/B testing for performance improvements.
- Integrated dynamic media strategies, including interactive content and multimedia ads, to increase customer engagement.

Customer Success Associate - *March 2014 – July 2016*

- Managed customer accounts and processed orders, resolving issues efficiently to maintain satisfaction.
- Created and implemented KPI dashboards to improve team performance tracking and reporting.
- Fostered long-term client relationships through personalized service and proactive support.

Education

Concordia University Irvine

Bachelor of Arts in Business and Management, Emphasis in Marketing