

Brand Marketing Associate

Do You Like a Challenge?

Come to Capital One® and experience what it's like to develop award-winning communications for one of the most renowned financial services brands. As the originators of the famous "What's in Your Wallet?" tagline, Brand Marketing will inspire you with challenging projects that enhance your creative talent. Whether your discipline is brand management, design, media, digital, consumer strategy, marketing research or corporate partnerships, you'll have exceptional opportunities to build your portfolio and your career. And with a diverse network of colleagues, in a culture that values collaboration and work/life balance, you'll enjoy an environment where reaching your full potential has never been more fun.

Responsibilities

- Champion Capital One's brand personality and the customer experience
- Contribute to the innovation, design, and development of creative marketing materials across a variety of channels including broadcast, direct mail, and Internet
- Manage relationships and serve as a key consumer advocate with business teams/partners
- Ensure quality execution of communication strategy
- Develop research plans to address key business issues
- Develop insights that drive strategy and decision making; present study results and insights to business partners and stakeholders

Learn and Grow

As a Brand Associate, you'll have mentorship opportunities that provide valuable guidance from senior associates. Plus, you can take advantage of training opportunities through our award-winning Capital One University. Here, you'll complement your on-the-job experiences with a variety of courses that increase your professional knowledge and personal skill set.

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What Our Brand Marketing Associates Are Saying

"I work every day with an energetic, talented group of advertisers, media planners, and agency partners to develop innovative and compelling campaigns. No two days are the same, and the opportunities to grow and develop as a marketer are unparalleled."

—Jane, *Brand Advertising, University of Virginia 2009*

"Capital One is a great place to start a career. You're surrounded by incredibly bright people who value your work and care about your development. The company puts a strong emphasis on learning. Whether it's through Brand College courses, the Mentoring or Shadow programs or sponsorship of offsite training, Capital One always works to offer associates the most experience and best education possible."

—Collin, *Brand Market Research, University of Richmond 2008*

"In a competitive marketplace, business strategy starts with brand strategy. Why should consumers choose us over our competitors? I love that I get to play a role in shaping this for the company. Figuring out how we're going to win in the market is an intellectually fascinating problem that requires art and science to solve."

—Jackie, *Senior Director, Brand Strategy, MS, Duke University 1996*

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