

# FIRST LAST

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City, State

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## SENIOR MARKETING EXECUTIVE

Experienced **consumer marketing professional** who thrives in high growth, entrepreneurial environments and gets things done with limited resources.

- ◆ Introduced 30 new products across 5 categories within 18 months, acting as catalyst for change at \$460M private equity backed firm.
- ◆ Created highly effective social media campaign, transforming brand and skyrocketing Alexa rankings from 89K to 6K within 9 months.
- ◆ Strategized marketing plan to achieve \$100M+ in future sales at retailer with 1,600+ stores across North America.
- ◆ Developed people, process, and infrastructure to launch 1<sup>st</sup> worldwide digital marketing strategy at \$2B brand. Doubled online traffic, drove double-digit improvements in brand preference, and achieved 33% increase in claimed purchase frequency.

Marketing Strategy

Brand Management

New Product Development

Consumer Research

Search / Digital Marketing

Social Media Campaigns

Business Development

Online Messaging Programs

Sales & Distribution

Cross-functional Leadership

Training & Development

P&L Responsibility

## PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

### CHIEF MARKETING OFFICER

20XX–20XX

COMPANY 1 | CITY, STATE

Strategized and led new product development while improving household penetration / consumer brand awareness through social media, content marketing, public relations, SEO, email, and retail marketing campaigns.

- ◆ Operating with budget of <1% of sales, revamped website and developed new social media content in-house.
- ◆ **Drove Alexa ranking from 89K to 6K, gathered 150k+ new customer email registrations, and obtained 145K+ new Facebook Fans within 9 months.**
- ◆ Laid foundation for **\$100M+ revenue growth** over next 5 years through product innovation, brand building, and business development across 4 new business platforms.
- ◆ Launched 30 new products in multiple trade channels, **projected to deliver \$30M+ in sales** over next 2 years.
- ◆ Architected new brand positioning and design to drive stronger brand recall at shelf, clearer product segmentation, and greater equity consistency across diverse product portfolio.

### DIRECTOR OF BRAND MANAGEMENT

20XX–20XX

COMPANY 2 | CITY, STATE

Managed \$1B portfolio of brands for retailer with 1,600+ locations across the US, Mexico, and Canada.

- ◆ Developed strategy to enhance user / shopping experience and **achieve \$100M+ in future sales** through 50+ new product offerings.
- ◆ **Increased current sales \$5M+** by introducing new products, healthier offerings, and redesigned packaging.
- ◆ Designed marketing campaign promoting newly launched online order capabilities.
- ◆ Instituted quality improvement initiative, retail promotions, and merchandising programs for top-selling items.
- ◆ Reduced product churn by implementing strategic approach to both identify new opportunities and optimize existing product line.

## HEAD OF MARKETING AND BUSINESS DEVELOPMENT

20XX–20XX

### COMPANY 3 | CITY, STATE

Established 1<sup>st</sup> marketing and innovation role, revitalizing \$2B brand through new product introductions and global licensing arrangements. Hired and led 6-person marketing team and 5-member product deal team.

- ◆ Created 1<sup>st</sup> worldwide digital strategy, **doubling online traffic** by re-launching 3 web properties.
- ◆ Launched social media campaign leading to **double-digit improvements in brand preference, 33% increase in claimed purchase frequency, and National ADDY and IAC Awards.**
- ◆ Developed and launched 1<sup>st</sup> integrated marketing campaign (TV, print, outdoor, online), with TV advertising tested in Top 1% for ASI copy effectiveness.
- ◆ **Received 2010 Interactive Media Best in Class Award** for multimedia / public relations campaign.
- ◆ Spearheaded 15 global licensing and co-branding deals, extending business into 4 new categories through strategic product re-launches and **generating \$1M in additional profit.**

## SENIOR BRAND MANAGER

20XX–20XX

### COMPANY 4 | CITY, STATE

Chosen to lead high priority “XYZ” go-to-market initiative based upon previous success in marketing role managing P&L for \$300M XYZ brand portfolio.

- ◆ Developed and tested new sales and distribution models, guerrilla marketing tactics, and pricing structure for “XYZ” campaign, proving \$150M+ sales potential.
- ◆ Grew points of purchase by 1K+ in San Diego test market and scaled business model for New York and L.A.
- ◆ Improved direct store delivery economics by leveraging distribution density, merchandising with truck drivers and selling to mom-and-pop stores to build business from ground up.
- ◆ **Achieved 6%+ sales growth**, revitalizing XYZ brand with new product positioning, package design, advertising, and Major League Baseball sponsorship.

## BRAND MANAGER / ASSOCIATE MARKETING MANAGER / INVESTOR RELATIONS

19XX–20XX

### COMPANY 5 | CITY, STATE

#### BRAND MANAGER – XYZ CONTAINERS / XYZ PRODUCTS (20XX–20XX)

Managed \$70M business with \$15M marketing budget. Led new product development, TV / print ad development, and media planning. **Grew business 75%+, regaining market leadership from Competitor X.**

#### ASSOCIATE MARKETING MANAGER – XYZ BAGS (19XX–20XX)

Handled \$25M marketing budget. Turned around business through integrated advertising campaign, new product rollouts, and strategic retail partnerships. **Promoted to Brand Manager in top 10% of class.**

#### INVESTOR RELATIONS MANAGER / SENIOR FINANCIAL ANALYST (19XX–19XX)

Represented Company 5 to global investment community. Produced all investor related communication vehicles, CEO speeches, quarterly earnings release conference calls, and analyst events.

## EDUCATION

**BACHELOR OF ARTS – BUSINESS ADMINISTRATION (MARKETING & FINANCE CONCENTRATION) | University of XXX**

## COMMUNITY INVOLVEMENT

Business Advisor for XXX, Social Media Strategist for XXX, Former Board Advisor for XXX, and Former President of XXX.