

SALES - MARKETING RESUME

📍 000 Greenfield Avenue, Milwaukee, Wisconsin 53214
📞 987.654.3210 ✉ contact@sales-marketingresume.com

▶ QUALIFICATIONS PROFILE

Versatile, results-driven, and performance-focused professional, offering hands-on experience in strategic sales and marketing, business development, and client relationship. Recognized throughout career as a driving force behind organizational growth, higher revenue, and expanded visibility. Highly effective leader with keen attention to detail and excellent organizational and communication skills to foster motivating and positive team environments. Capable of effectively prioritizing and managing a broad range of responsibilities, while consistently meeting the requirements of demanding tasks and ensuring their successful completion.

▶ AREAS OF EXPERTISE

Business Management and Operations ~ Creative Problem Resolution and Decision-Making
Program and Project Development ~ Continuous Process Improvements
Strategic Planning and Implementation ~ Risk and Cost Management

▶ PROFESSIONAL EXPERIENCE

SALES-MARKETING RESUME ▪ STAMFORD, CT | GREENWICH, CT (2007–PRESENT)

ASSOCIATE DIRECTOR, Continuing Education Alliance

2010–PRESENT

- Progressively lead brand recognition growth by developing an annual national strategic plan.
- Work in partnership with drug retailing chains and medical distribution companies for brand improvement.
- Exemplify leadership and guidance to full-time staff while developing and maintaining a national network of resources.

Career Highlights:

- ✓ Developed and grew the Practicing Clinicians Exchange (PCE) brand awareness and membership by presiding over annual live meetings and digital activities; thus making PCE the leading educational platform for nurse practitioners (NPs) and physician assistants (PAs) nationwide.
- ✓ Efficiently handled \$10.5M annual budget for continuing medical educational programs under the PCE brand, which involved overseeing the following initiatives:
 - *Development of marketing strategies for PCE which provided consistent brand awareness and increased overall profitability by 16%*
 - *Increase in net profit and performance through workflow changes, implementation of efficiencies, and astute staff direction, thereby generating 23% cost savings*

SENIOR PROGRAM MANAGER

2008–2010

- Fostered harmonious, long-standing relationships with educational partners and accreditors to ensure their satisfaction and repeat business.
- Spearheaded cross-functional teams for digital, print, and live meetings by effectively communicating the program's objectives and timelines.

Career Highlights:

- ✓ Optimized revenue by 25% through the facilitation of approximately 6 to 18 nationwide meetings annually.
- ✓ Master-planned and implemented an internal reporting system for pharmaceutical submissions and approvals to streamline processes for finances, including accounts receivable, budgeting, and reconciliation.

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ACCOUNT EXECUTIVE

2007–2008

- Took part in handling overall project budgets, timelines, and internal and external review processes necessary for client approval.
- Rendered expert oversight to the team in administering all projects, from formation to successful reconciliation.

Career Highlight:

- ✓ Successfully attained goals and objectives for multiple pharmaceutical clients through comprehensive planning and execution of marketing communication and educational programs.

SALES-MARKETING RESUME ▪ ROCKY HILL, CT | CHESTER, CT

ACCOUNT EXECUTIVE

2005–2007

- Leveraged marketing capabilities in developing and implementing key marketing initiatives in alignment with GlaxoSmithKline (GSK) strategic goals for AVODART®.
- Oversaw necessary timelines and internal review procedures to acquire Food and Drug Administration (FDA) approval for marketing messages.

Career Highlights:

- ✓ Directed the creation and management of \$3.5M promotional speaker-based educational programs.
- ✓ Played a significant role as the key liaison among the Internal Medical Writer, Graphic Artist, and GSK Product Management teams.

PROGRAM MANAGER

2004–2005

ASSOCIATE PROGRAM MANAGER

2004

- Conducted weekly regional financials and target reports to GSK's regional marketing managers.
- Demonstrated adeptness in overseeing faculty logistics, venue, and audiovisual expenses of \$600K across seven regions.

Career Highlights:

- ✓ Boosted market share by collaborating with the GSK Sales Management Team for the implementation of medical educational programs.
- ✓ Coordinated with the sales representative and field management in successfully planning and executing promotional speaker-based programs.

▶▶ EDUCATION

BACHELOR OF ARTS IN PSYCHOLOGY WITH CONCENTRATION IN MARKETING AND COMMUNICATIONS

Stonehill College | Easton, MA, USA

▶▶ TECHNICAL ACUMEN

Microsoft Office Suite (Word, Excel, and PowerPoint)