

# SALES - MARKETING RESUME

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

## SENIOR DIRECTOR

Marketing / Marketing Communications

### QUALIFICATIONS PROFILE

Accomplished, highly innovative, and goal-oriented professional, offering leadership experience in the overall facets of business solution and marketing operations. Adept at managing overall customer service, strategic planning, performance development, and business growth. Known for developing effective working relationships with all levels of management from CEOs to direct reports. Knowledgeable of all aspects marketing in order to drive brand, product, and service development as well as to create both marketing and sales materials. Effective at working with diverse individuals with different cultures within constantly changing environments. Armed with excellent communication, organizational, and interpersonal skills. Fluent in both English and Spanish languages, with comprehensive knowledge of German.

### AREAS OF EXPERTISE

Marketing Communication Strategies | Project Development and Management | Marketing Automation Solutions  
Program Planning and Development | Product Launch | Process Improvement | Performance Improvement  
Staff Coordination, Training, and Development | Leadership and Team Building

### PROFESSIONAL EXPERIENCE

#### Independent Marketing Consultant

2013–Present

#### SALES - MARKETING RESUME - Atlanta, GA

Assume full responsibility in leading the rebranding for the foundation, Provide expertise in development and execution of marketing programs.

- *Oversaw the development and launch of foundation's new website.*
- *Brought 30 year old organization to new technology levels to compete for funding and donations.*
- *Pioneered the introduction marketing automation solution in order to increase communication and donations.*
- *Demonstrated expertise in rendering media relation's guidance for the executive director.*
- *Wrote appeal letter for national campaign to raise donations for the foundation.*

#### SALES - MARKETING RESUME - Halifax, MA

Managed the re-launch of the company's e-commerce website through the use of WordPress CMS and development of promotional material for the event.

- *Played a key role in introducing and deploying salesforce.com software and Act-On's marketing automation solution.*
- *Spearheading the development and effectiveness of marketing and social media campaigns.*

#### SALES - MARKETING RESUME - Boston, MA

Directed the development and launch of Attorney Roman's brand. Led positioning and development of English and Spanish on-line web presence. Took control in developing brand elements for attorney Eneida Roman's practice.

#### SALES - MARKETING RESUME - Chelsea, MA

Initiated all aspects of the re-launched of the organization's website as well as the integration of salesforce.com for facilitating client data gathering communication and donations. Led the development of all brand elements for Centro Latino. Oversaw the development of fully bilingual (English and Spanish) website.

#### SALES - MARKETING RESUME - Arlington, MA

Managed the development of Melister Padilla's brand, branding and e-commerce website.

- *Gained designation to lead the launch of the brand by well-known Puerto Rican jewelry designer.*
- *Held accountability in handling the overall photography of over 700 pieces of jewelry.*

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## Independent Marketing Consultant

2013-2014

SALES - MARKETING RESUME - Cambridge, MA (2009-2012; 2013-2014)

Carried out all facets related to the re-launched of company's website. Exemplified solid leadership skills in directing content marketing consulting company for the creation of content to increase prospects and qualified leads.

- *Held full accountability in introducing marketing automation service called the Manticore from Sales Engine Intl.*

## Director, Marketing Communications and Public Relations

2009-2012

Spearheaded marketing and Public Relations efforts for the service-oriented architecture (SOA) and governance provider in North America providing world-class governance service to contribute to the mitigation of business and IT risks of software glitches.

- *Contributed to the expansion of existing solutions from single service oriented architecture (SOA) solution into multiple industry governance platforms.*
- *Strategically directed the overall repositioning of the company.*
- *Built a team of direct reports and consultants.*
- *Worked closely with CEO and participated in writing "Glitch" The Hidden Impact of Faulty Software.*

## Senior Director, Marketing Communications

2012

SALES - MARKETING RESUME - New York, NY

Displayed expertise in the development of company position and strategy to support company launch. Presided over the development and implementation of all lead generation and marketing programs. Exemplified skills in hiring and monitoring external vendors and consultants. Managed all partner relationships.

- *Spearheaded and oversaw the development of Sigma Estimates branding, brand positioning and brand elements*
- *Effectively managed the launch of the Danish subsidiary Sigma Estimates in the US.*
- *Played a key role in building a digital infrastructure and ecosystem in support of the Sigma Estimates Launch in and entire sales and marketing aspects involving Salesforce.com, Marketing Automation (Marketo), and Zuora Software.*

## Director, Marketing Communications and Public Relations

2005-2009

SALES - MARKETING RESUME - Burlington, MA

Functioned as member of the Management Team. Presided over the overall facets of the public relations and marketing.

- *Pioneered the development of national corporate rebranding and communications strategy.*
- *Led the successful launch of Maptuit NaviGo, - the industry's first commercial real-time navigation service.*
- *Managed the progressive increase of Maptuit's brand name recognition by developing marketing programs.*
- *Contributed to the enhancement of tradeshow strategy and leverage of events in order to acquire stronger client relationships and brand awareness.*
- *Took charge of the positioning of Maptuit as the leader in real-time, connected commercial navigation.*

## PRIOR WORK EXPERIENCE

### Marketing Intelligence Specialist

SALES - MARKETING RESUME - Cambridge, MA

### Marketing Operations Manager - Team leader Latin America

SALES - MARKETING RESUME - Cambridge MA

### Human Resources Associate, NHPU - Corporate Development and Employee Training

SALES - MARKETING RESUME - Boston, MA

## TECHNICAL ACUMEN

<b>Software:</b>	Salesforce.com, Act-on Software, Manticore, Marketo, Hubspot, Zuora, Brainshark, iSell, Adobe Creative Suite (Photoshop, Illustrator, and InDesign)
<b>Applications:</b>	Microsoft Office Suite (Excel, Word, PowerPoint), Google Analytics
<b>System:</b>	Word Press Content Management System (CMS)
<b>Others:</b>	Search Engine Optimization (SEO) / Search Engine Marketing (SEM)