

SALES – MARKETING RESUME

🏠 0000 GREENFIELD AVENUE, MILWAUKEE, WISCONSIN 53214 📞 987.654.3210
✉ CONTACT@SALES-MARKETINGRESUME.COM

SENIOR MARKETING MANAGER

Forward-thinking strategist and growth-focused marketing communications professional with proven accomplishments in all aspects of integrated marketing communications, global branding, project management, and strategic planning

- Recognized for the ability to conceptualize fully integrated global marketing communication plans and strategies to promote new business, growth, and loyalty
- Known for strong capability to manage multiple tasks and priorities within challenging deadlines and work environments
- Well-versed in developing annual marketing plans and budgets, and coordinating with third-party vendors
- Armed with analytical problem-solving and critical thinking aptitudes to keenly analyze situations, formulate action plans, and develop strategic solutions to complex situations
- Adept at managing group dynamics, as well as in building, leading, and performing with multidisciplinary, high-caliber teams of professionals
- Equipped with remarkable negotiation, presentation, and interpersonal skills honed from several years of work assignments in the USA, Caribbean, and Western Europe; fluent in English, Spanish, and Italian

AREAS OF EXPERTISE

*Brand and Event Management ▪ Advertising and Promotions ▪ Strategic Business Planning and Negotiations
Market Research and Analysis ▪ Strategic Marketing Communications and Product Campaign Management
Project Management ▪ Personnel Management and Development*

PROFESSIONAL EXPERIENCE

Sales – Marketing Resume ▪ Myrtle Beach, SC

Marketing Director

2012–Present

Build and maintain active communication with Oceanfront Merchants Association (OMA), community groups, and local and national business organizations to plan, develop, and implement strategies and action plans for numerous marketing communication campaigns. Expertly handle marketing budget, special events and promotions, and media placement to promote OMA and downtown Myrtle Beach.

KEY HIGHLIGHTS:

- Teamed up with the director of downtown redevelopment business of Myrtle Beach (DRC) and the president of OMA to plan and implement new marketing campaigns based on renewing OMA's brand image, which brought forth an additional 10% membership for OMA and event attendance by 35%
- Conceptualized, created, and implemented new marketing plan along with annual calendar of promotional campaigns including non-profit fundraising events
- Played a pivotal role in improving and redesigning the OMA website and managing media resources, allowing the new approach to relocate resources that helped meet and surpass organizational goals and objectives

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Director of Marketing | Managing Partner

2009–2012

Contributed strategic insight to Eurotech's stated goal to position the company as the leader in exotic European auto services and technology, including planning, developing, and implementing integrated marketing communication strategies focused on branding. Designed and formulated marketing campaigns, collateral materials, and an innovative global consolidation procurement structure. Rendered expert oversight to daily marketing, finance, business, and personnel recruitment and management functions.

KEY HIGHLIGHTS:

- Formulated a 5-year business plan for continuous growth and success, which drove consistent sales growth, while enabling the company to surpass major competitors and set industry standards
- Expertly renegotiated contracts with suppliers and vendors to mitigate annual expenses by 30%, while improving services
- Successfully attained a sales growth of 150% and sustainable gross margin profit of 25% in the second quarter of the second year

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Marketing Communications Manager

2007–2009

Teamed up with the product managers in implementing and overseeing marketing plans and processes. Designed and developed marketing communication plans to continuously enhance current marketing processes. Planned, executed, and tracked all regional and national marketing communication events as well as product launch plans. Performed segmentation analysis and client data optimization to develop effective marketing communication campaigns. Expertly handled and secured annual marketing budget, while managing the development of sales and marketing collateral materials.

KEY HIGHLIGHTS:

- Spearheaded product and sales managers in develop and implement strategic marketing communication plans to promote Terumo's medical device products and services, which improved brand awareness by 25% and increased year-end sales by 12%

- Provided strategic leadership to a team of more than 10 sales, marketing, and product professionals
- Conducted research and surveys to gain insights on customer experience on specific applications and services to support the enhancement of service and customer experience
- Directed outside agencies and vendors while conducting research and surveys to gain insights on product benefits, product applications, customer experience and services to support the business division’s goals and marketing communications objectives.

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Marketing Communications Manager

2005–2007

Developed global strategies and oversaw the implementation of internal meetings, conferences, industry seminars, and shows, which included annual calendar of events, media placement, and collateral materials development for both electronic and onsite distribution. Applied strategy development and project management processes to expertly oversee project modules and work streams. Supervised internal teams and agencies in implementing marketing campaigns, including tradeshow, press releases, and web marketing. Keenly oversaw communication initiatives and tools to stay within budget and produce expected return on investment (ROI) and submit strategic long-term recommendations for improvement.

KEY HIGHLIGHTS:

- Worked with regional, divisional, corporate, and global staff across GE Healthcare to plan, develop, manage, and implement all marketing communications campaigns
- Exhibited paramount efforts in developing, revising, and producing promotional communications, and large-scale public events, including, conventions, internal meetings, and tradeshow
- Singlehandedly developed and implemented cost-effective traditional media and e-advertising strategies
- Worked collaboratively with the chief executive officer and the vice president of marketing in developing new and improving existing communication materials, tools, and venues to promote innovative disposable bioprocess equipment

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Global Marketing Communications Manager

2000–2005

Served as primary point of contact for all global communication initiatives with key stake holders, executive management, divisional counterparts, and sales and corporate staff. Exhibited expertise in developing and implementing strategic communication plans, including marketing campaigns, brand compliance, and budget management. Supervised virtual teams and stakeholders to achieve project outcomes.

KEY HIGHLIGHTS:

- Made substantial contribution in pioneering a multidisciplinary team of more than 20 market countries to develop short- and long-term strategic marketing communication plans as well as in implementing global marketing communication strategies and record-breaking presence for a \$500M pharmaceutical business
- Earned recognition for creating and implementing the first global integrated communication campaign for anti-infectives, sedatives, and dentistry franchises
- Designed and developed a framework for comprehensive corporate events for numerous audiences, including dairy processors, livestock producers, consumers, veterinarians, opinion leaders, sales channel partners, media, and employees
- Created a global communication resource to share existing marketing tools and materials across market countries, such as videos, graphics, sell sheets, brochures, press releases, catalogues, and product manuals while sharing and overseeing use of best practice tools and resources to monitor compliance with legal and industry regulations
- Seamlessly managed an operating budget of \$20M, while mitigating expenses by \$1M and improving services

EARLIER CAREER

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Global Strategic Marketing Manager

1995–2000

EDUCATION

Master of Business Administration in Leadership and Sustainability, In Progress (Expected Completion: 2016)

UNIVERSITY OF CUMBRIA ▪ LONDON, UK

Bachelor of Science in Journalism, UNIVERSIDAD CENTRAL ▪ QUITO, ECUADOR

Bachelor of Science in Accounting, COLEGIO FEMENINO ESPEJO ▪ QUITO, ECUADOR

PROFESSIONAL DEVELOPMENT

Brand Marketing for Pharmaceutical and Consumer Product Advertising Professional Business Courses

TECHNICAL SKILLS

Microsoft Office Suite (Word, Excel, PowerPoint, and Outlook) | QuickBooks | Salesforce.com
ExactTarget.com | Internet Researcher