
SALES – MARKETING RESUME

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QUALIFICATIONS PROFILE

Highly motivated, results-driven, and tenacious senior executive offering progressive years of marketing, retail sales, and brand management experience. Exhibit superior talents in creating effective marketing strategies and business plans to increase sales, capitalize on growth opportunities, and maintain profitable retail operations. Recognized as an empowering manager adept at training and developing employees to foster team unity toward fulfillment of corporate target goals. Excel in establishing win-win relationships and addressing diverse customer needs by providing innovative business solutions and ensuring utmost satisfaction. Proven effectiveness in a fiercely competitive, fast-paced environment with dedication to superior service. Articulate in English and French.

CORE STRENGTHS

- Business Management and Operations
- Online Marketing and Promotional Campaigns
- Competitive Market Research and Analysis
- Superior Interpersonal and Communication Skills
- Trade Show and Special Events Coordination
- Retail Sales Action Plans Development
- Outstanding Customer Service and Public Relations
- Product Positioning and Corporate Branding
- Excellent Presentation and Negotiation Abilities
- Problem Resolution and Decision Making

EMPLOYMENT HISTORY

SALES – MARKETING RESUME ■ FREMONT, CA

SENIOR BUSINESS / MARKETING MANAGER

2008–PRESENT

Direct and coordinate daily operational business aspects focused on developing all branding vehicles, such as websites, magazine advertisements, product catalogs, newspaper circulars, flash banner advertisements, special events, and others. Evaluate master design layouts and creative storyboards for advertisement production. Provide expert oversight on the ongoing in-house marketing photo shoots related to specific campaigns. Work collaboratively with the marketing management and core team partners toward fulfillment of corporate goals. Administer all budgets for creative projects and provide exceptional service to ensure total customer satisfaction. Build and cultivate long-term quality relationships with all media partners, press, as well as manufacturers marketing counterparts to maximize any branding opportunities.

Notable Achievements:

- ◆ Presided over the creative vision and design process for all branding / marketing initiatives while developing an innovative branding strategy
- ◆ Vigorously participated in generating creative concepts that translate into driving brand new approach to product design and development
- ◆ Originated strategic ideas and recommended artistic changes for design improvements and user readability
- ◆ Expertly managed design projects from concept through production to meet the company's high standards of innovation and production quality to help achieve core business objectives
- ◆ Commended for restructuring the sales-marketingresume.ca Launch Business Plan

SALES – MARKETING RESUME ■ FREMONT, CA

DIRECTOR OF MARKETING COMMUNICATION

2005–2008

Displayed unsurpassed expertise in the overall direction, conception, creation, development, and implementation of all brand-building activities within North America. Designed standard and viral marketing campaigns in print, television, movie studio placements, as well as product reviews. Assumed full responsibility in elevating Internet presence, providing internal customer support, and maintaining e-Commerce websites.

Notable Achievements:

- ◆ Utilized strong negotiation skills for a \$20M marketing partnerships and product licensing agreements in NBA, MLB, Disney, and WB
- ◆ Obtained 20% over dollar spent by creating and implementing an effective marketing budget plan
- ◆ Orchestrated trade shows and expertly managed and implemented budget
- ◆ Created a favorable public image to elevate brand awareness and continuously increase corporate profitability

SALES – MARKETING RESUME ■ MAHWAH, NJ

DIRECTOR OF COMPLIANCE MANAGEMENT**2004–2005**

Applied dynamic leadership talents in all facets of communication between sales, product marketing, and factories for all product categories. Adhered strict compliance to all corporate, marketing, and government standards between Proview and Motorola.

Notable Achievements:

- ◆ Significantly improved internal project management processes and communication for optimum results
- ◆ Recognized for launching an in-home service program for large panel televisions

SALES – MARKETING RESUME ■ REDMOND, WA

PROJECT LEAD: DESIGN FOR WINDOWS SOFTWARE LOGO**2002–2004**

Created and implemented new training material and procedures for worldwide external laboratories. Facilitated training to newly hired staff as well as external partners to develop their competencies and achieve the maximum level of performance.

Notable Achievements:

- ◆ Drove all efforts to create a new project strategy for the design for Windows Software Logo Program to focus on ISV partners and their products as well as the customers, with a team of five software engineers
- ◆ Served as a significant contributor in the successful implementation of new Microsoft SharePoint website where all documents, tasks, and schedules were shared, reviewed, and approved by appropriate stakeholders

WINDOWS APPLICATION EXPERIENCE LABORATORY MANAGER**1999–2002**

Supervised day-to-day operational aspects of nine Windows' team laboratories, from consumer to enterprise solutions, to support for more than 150 software engineers, with a team of 8 engineers.

Notable Achievements:

- ◆ Earned distinction for designing new \$2M Independent Software Vendor (ISV) facilities as well as three new enterprise laboratories, for better planning and follow up on ISV visits
- ◆ Incurred more than \$1M savings for the company through effective management of team's hardware budget, efficient support, and timely ordering

PRIOR WORK EXPERIENCE

PROJECT LEAD (OEM APPLICATION COMPATIBILITY, PLUS! 98) ■ SALES – MARKETING RESUME, Redmond, WA
DEPARTMENT HEAD / INVENTORY AND SUPPORT MANAGER ■ SALES – MARKETING RESUME, Bellevue, WA

EDUCATION

BACHELOR OF ARTS IN BUSINESS ADMINISTRATION AND MARKETING, Minor in Economics

- Western Washington University, College of Business and Economics, Bellingham, WA: Mar 1994

PROFESSIONAL TRAINING

Attended various management and product courses, Microsoft, Redmond, WA: 1997–2004

PROFESSIONAL AFFILIATIONS

Member, Consumer Electronic Association (CEA)

Member, National Retail Federation (NRF)

Member, Shop.org