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NAME

Address, City, State
Phone • Email address

EDUCATION

Year - Year

**X GRADUATE SCHOOL
Y UNIVERSITY**

City, State

Master of Business Administration degree, June Year.

- Majors in marketing, management & strategy, and management & organization.
- Urban X Business Club, Worked with women and minority-owned businesses. Performed break-even analyses, business plans, marketing and feasibility studies.

Year - Year

M UNIVERSITY

City, State

Bachelors of Arts degree, June, 0000. Concentration in Marketing.

- *Cum Laude*. Dean's List.
- Researcher/Writer, M University Publication *Name of Publication*

EXPERIENCE

0000-0000

N COMPANY, INC.

City, State

Associate Marketing Manager, Global Category Name, 0000-0000

- Assisted in the launch of a 30-sku skin care brand that generated \$20 million in sales during the first period. Managed a cross-functional team responsible for the product development, legal copy, creative executions and packaging across 135 countries.
- Created new products in conjunction with the International team and devised yearly promotional program of over 2 million gift sets and gifts with purchase per year.
- Sales increase: 35% sales growth in a flat market since 0000.
- Appointed project leader to develop marketing plan that repositioned a \$32 million dollar brand. Identified and recommended opportunities to increase volume through packaging, product development, brand positioning and segmentation. Sales increased 16% in 0000.
- Developed positioning statement for a new kids' skin care line. Performed consumer research; analyzed pricing and promotional opportunities.
- Analyzed financial performances of 4 categories that total \$605 million in sales. Presented quarterly analyses to senior management.

Assistant Marketing Manager, U.S. Category Name, 0000-0000

- Led cross-functional team responsible for developing the U.S. promotional program. Managed product development, product mix, packaging and pricing analysis of 25 skus. Promotional program increased category sales by 11% in 0000.
- Conducted extensive market research on new category entry and brand segmentation. Presented research to senior management. Category sales were \$120 million through 0000.

Summer 0000

O COMPANY, INC.

City, State

*A division of P Parent Company
Marketing Internship – Brands*

- Developed and presented detailed business analysis on key grocery packing with recommendations for additional marketing support.
- Initiated national distribution audit intended to evaluate front rack merchandising and quality of distribution
- Participated in TV commercial production for X Brand national launch and development of C Brand gum

0000-0000

P PACKAGING COMPANY

City, State

Project Manager

- Responsible for marketing, new product development, and manufacturing for \$3MM lines.
- Designed and implemented programs to increase efficiency and reduce errors by office, factory, and warehouse personnel, reducing salesman phone time by 60%
- Managed \$1MM inventory

OTHER DATA

- Personal achievements
- Unique hobbies
- Foreign language proficiency

NAME

Street Address
City, State, Zip
Phone #s
E-mail:

Career Summary

Professional with strong track record and top-tier MBA seeks consumer marketing-driven strategic role positioned for general management. Diverse marketing and sales experience in consumer packaged goods with additional experience in media.

Work Experience

X COMPANY 0/00 – present

City, State

0/00 – Pres. **Brand Manager Brand/s**

Manage all aspects of \$200MM line of cookies one of X Company's largest brands. Managing P&L and cross-functional projects with consumer promotion, advertising and public relations agencies. Manage two direct reports.

- Leading 2003 business strategy and plan development to higher ground integration of consumer and trade promotion, advertising and public relations.
- Developing first-ever company promotion in R store channel, including negotiating partnership with B Company. Promotion expected to increase product distribution 21%.
- Led team to develop and now implement 0000 public relations campaign set to deliver 50% more media impressions versus prior year program with greater cost effectiveness and efficiency.

0/00 – 0/00 **Brand Manager Brand/s**

Managed P&L for X Company's fastest growing Ready-to-Drink brand, **Brand**, and all other products in the otherwise mature **Brand** franchise. Managed agency relationships with consumer promotion and advertising firm, and public relations firm. Managed and developed three full-time direct reports and a summer intern.

- Delivered net sales +105% and profit +51% versus prior year.
- Partnered with Sales opening new distribution channels worth 20% of 0000 forecast.
- Collaborated with nutrition and public relations groups to build relationships with university researchers and athletes for clinical studies and publicity support resulting in strengthened position legally and versus competition.

0/00 – 00/00 **Associate Brand Manager Brand New & Established Products**

Contributed to development and execution of business plans in the **Brand** franchise.

- **New Products:** Managed cross-functional team to launch new **Brand** first in lead markets, then nationally, four months ahead of schedule. Wrote and executed entire business plan for lead markets clearing hurdles to then rollout nationally. Won **Top X Award** for Best New Product of 0000.
- **Established Products:** Coordinated creative development and media planning process for \$6MM budget. Devised defense plan against substantial new competitor resulting in almost half fair share impact. Wrote \$15MM consumer promotion plan resulting in disproportionate increase in sales and profit.

0/00 – 0/00 **Associate Brand Manager Brand/s**

Assisted in developing and implementing marketing plans on **Brand** and **Brand**.

- Led concept and product development stages of new S category product line extension.
- Led packaging equity evaluation and redesign effort on entire **Brand** line.
- Acted as unofficial trade marketing manager analyzing and executing all incremental promotions.

0/00 – 0/00 **Marketing Assistant Regional Brands**

- Analyzed IRI and Nielsen data, concept development, and concept testing for child and adult-targeted salty snacks.
- Wrote marketing plan for regional food enhancement product.
- Developed public relations kit to increase awareness and usage of S ingredient product.

Work Experience (cont.)

Y COMPANY

City, State

0/00 – 0/00 ***Marketing Intern Y Company Division***

- Coordinated marketing promotions for all vehicle divisions in first corporate effort to integrate all commercial Y Company Division sales and service programs.
- Segmented and profiled customer base targeting those customers with greatest profit potential.
- Evaluated effectiveness of corporate public relations effort on total safety systems from viewpoint of customers, agents and staff.

Z COMPANY

City, State

0/00 – 0/00 ***Personnel Coordinator Corporate Human Resources***

- Collaborated with managers in network television stations, radio stations, magazine properties and corporate departments to implement policies affecting staff size and composition.
- Designed and implemented system to coordinate information channels for weekly job posting for all Z Company departments and properties. Trained support staff in using desktop publishing system.

Education

MBA SCHOOL

City, State

Year ***MBA, Concentration***

Completed two company-funded student consulting projects:

- Created micro-merchandising pricing strategy for ready-to-eat soup category for major retail chain sponsored by ***Z Company***.
- Developed marketing plan for large, ***XX*** company.

UNDERGRAD SCHOOL

City, State

Year ***Degree, Major***

- Magna Cum Laude

Personal Interests

Briefly list any personal interests/hobbies and/or foreign language proficiency.

NAME
Address
City, State Zip
Phone Email

Experience

00/00–Present

M COMPANY

City, State

Marketing Director

Category – Brand/s. Manage overall global business strategy, marketing plan development, advertising, new product development and P&L for a \$250MM portfolio and \$35 million advertising and promotion budget.

- More than tripled sales and increased profit by \$51MM in 5 years through successful innovation, advertising and extension to new target markets.
- Lead global cross-functional team (over 100 team members including marketing, R&D, manufacturing, PR, sales, legal, packaging, project management and finance) that launched the first global consumer X product using a third party manufacturer.
- Repositioned declining D brand resulting in a 32% increase in sales. Increased gross margins 5.6 pts., and dollar share to 14.4% from 9.7% vs. 0000.
- Reported to VP/General Manager, Global X Division. Managed three direct reports and total staff of ten.

00/00–00/00

N COMPANY

City, State

Marketing Manager, 00/00–00/00

Brand/s – New Products. Led cross-functional team in development and launch of 24 X Category products and developed concepts for such category leading products as A Brand, B Brand, C Brand, and D Brand. Projected business revenues, established budget, and managed brand profit and loss sheet. Product achieved record distribution and market share during initial product placement.

- Employed extensive consumer research to create brand positioning, pricing and placement strategy.
- Oversaw creation of \$14MM advertising and promotion campaign to gain trial and awareness. Helped develop and extend the current top-scoring A Brand global print and television advertising campaigns.
- Received 0000, 0000 and 0000 Z Association awards for Best New Product in Face Care.
- Managed two direct reports.

Associate Marketing Manager, 00/00–00/00

Brand/s – New Products. Led the U.S. Consumer and Commercialization sub-team in the strategic analysis to support U.S. participation in this initiative.

- Gained alignment from the global team to recommended product line-up and pricing strategy to employ in Test Market.
- Oversaw creation of \$14MM advertising and promotion campaign to gain trial and awareness.
- Partnered with Sales to develop and execute a retail pricing strategy with the potential to generate an incremental \$1.7MM in sales.

00/00–00/00

Assistant Marketing Manager, 00/00–00/00

West Coast Sales Office. Managed regional promotions and marketing projects for two major retailers.

- Prepared and presented comprehensive business plan for database marketing to Director of Card Marketing for Safeway.
- Coached teams to identify market opportunity gaps through data analysis and consumer research. Employed findings to develop ethnic and emerging family targeted marketing programs.

Category – Brand. Led multi-functional team responsible for all aspects of \$150MM business including

advertising and promotions, sales, operations, finance and market research. Developed business plans and production forecasts. Managed brand profit and loss sheet.

- Grew market share by 10% in declining category through increased trade effectiveness.
- Conducted post-analysis on programs using Nielsen & IRI to evaluate share growth and return on investment.
- Developed equity building through kids web site integrated consumer events. Grew baseline share 16% through "X Name" promotion; achieved record weekly shares during "N Name" event.
- Directed joint N Company / Y Partner Company team to create movie promotions across 15 brands. Leveraged CD-ROM premium, new packaging technology, and web site to grow shares by 30% over last year.
- Initiated and led the copy development of a new Hispanic advertising campaign.

00/00-00/00

P CONSULTING FIRM

City, State

Consultant. Served consumer products clients on strategy consulting teams.

- Sold, structured, managed and delivered strategy consulting engagements to clients spanning from small start-up companies to Fortune 500 industry leaders.
- Analyzed international snack food market for major manufacturer pursuing improved efficiency and increased market share in global operations.

Internships

0000-0000

Q COMPANY

City, State

MBA Summer Intern

- Led cross functional team in the development and evaluation of a new product idea with the potential to generate \$3MM in annual sales.
- Developed and executed a comprehensive sales and sampling program for a previously unexplored professional distribution channel increasing the reach of the professional program by 20%.

0000-0000

R COMPANY

City, State / City, State

Territory Manager. 00/00-00/00

Managed a key wholesale account and sales territory including 132 stores.

- Led a team of five sales representatives. Effectively communicated monthly business goals and objectives, resulting in increased product visibility and display activity.
- Initiated a trade plan, which created merchandising funds and performance requirements for tier 3 stores, increasing accounts' promotional volume by 35%.

Sales Representative. 00/00-00/0

City, State

Mastered sales on the local level by handling 6 supervisors and 70+ accounts.

- Executed the first "M Name" corporate event for two retail chains, resulting in 30% increase in volume.
- Achieved 100% placement of key distribution voids for two independent retail chains, increasing sales by 12%.

Education

Year

S BUSINESS SCHOOL

City, State

Master in Business Administration. Vice President, Consumer Packaged Goods Club. News Editor and Columnist, *S School News*. Recipient, B Scholarship.

Year

T UNDERGRAD COLLEGE

City, State

Bachelor of Arts in Political Science. Co-President of Student Government.

Community

Briefly list Community involvement