

Name

Address • Anytown, USA 00000
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Results-oriented marketing executive experienced in helping companies position themselves in the market while undergoing change. Proven successes in planning and managing complex initiatives from start to finish with results that achieve desired goals of profitability, client acquisition and retention. Creative and respected leader with track record managing high-performance interdisciplinary teams and building effective coalitions with internal and external business partners. Proven ability to manage client expectations and brand reputation while increasing revenue. Broad experience managing all marketing disciplines in multiple industry sectors:

Marketing Communications • Brand Management • Business Development • Consumer Research
New Product Testing & Launch • Vendor Management • Franchise Organizations • Advertising
Client Relations • Product Management • Public Relations • Strategic Planning & Analysis • Board Relations

PROFESSIONAL EXPERIENCE

Company, Anytown, USA • 2007-May 2009

Provider of innovative segmentation, targeting, and market tracking solutions for financial services institutions.

Chief Marketing Officer and SVP, Business Development

Selected to join board member-led team to bring new interactive ad targeting capability to market. Developed partnerships with advertising agencies and member-firm digital media executives to form profitable commercial relationships. Led all team brand architecture and brand positioning activity, including marketplace investment management and marketing services support efforts. Directed communications and public relations efforts and lead generation. Teamed with sector and practice management to design and implement market strategies.

- Developed a comprehensive marketing plan, contributing to +25% YOY growth in weak industry conditions.
- Conducted strategic market analysis of segmentation solutions, results led to most successful product launch in company history, contributing 10% of 2008 company revenue.
- Created brand standards, devising website/collateral updates for all company brands.
- Reduced marketing expenses by 40%, while increasing internal response time and external response rates.

Company, Anytown, USA • 2002-2007

\$1.6 billion printing and marketing communications company.

Vice President, Marketing

Provided leadership for all marketing; including branding, public relations and crisis management, reporting to CEO. Developed marketing plan that encompassed varying production platforms and multi-channel sales model, and promoted thought leadership. Selected to head performance acceleration team for marketing and collaborated with Redding Consultants, results improved marketing effectiveness and productivity.

Vice President, Strategic Account Planning

As senior executive, established Strategic Account Planning team and spearheaded integrated development strategies for customers and prospects. Dotted-line responsibility for sales management. Created and managed central RFP process. Served on high-profile initiatives, including McKinsey project, sales organization task force, and North American organizational review.

- Created and launched new brand for company in under 6 months to better position it within the marketplace.
- Identified new marketing/sales channels in collaboration with Product Innovations team.
- Increased successful RFP proposals by 20% by centralizing the process and improving content quality.
- Secured \$47M in incremental sales through implementation of new prospect targeting and selling approach.
- Directed the first-ever customer-centric creative/media test, resulting in record customer results and extensive press coverage for company.
- Spearheaded dealer/channel targeted marketing infrastructure support initiative.

Continued...

Company, Anytown, USA • 2000-2002

Global advertising agency with a large segment of clients in the U.S.

Vice President

Provided account management leadership for BearingPoint and ExxonMobil clients. Led global rebranding of KPMG Consulting to BearingPoint. Devised brand positioning strategies that reached all market segments, in 12 weeks. Worked with global agencies to determine naming convention and streamline planning. Spearheaded national marketing efforts for 600+ *On the Run* and Tigermarket convenience stores.

- Helped increase BearingPoint stock price by creating immediate brand awareness.
- Exceeded annual convenience store sales goals by 6% in an economic downturn.
- Renegotiated ExxonMobil contract to enable account to become profitable for the Agency.
- Focus on superior service to enabled Agency to garner largest performance bonus in account history.

Company, Anytown, USA • 1998-2000

Broadband Internet service provider for B2B and consumer markets.

Vice President, Marketing

Led the development of marketing department for Internet start-up. Hired, trained, and oversaw marketing activity. Directed launch of all product lines and assembled cross-functional product roll-out teams. Created brand platform and ensured products/media message consistency. Teamed with web division to create custom portals to support visitor based networks.

- Marketing and communications member of successful IPO team.
- Instituted creation of customer acquisition and retention programs.
- Led the successful launch of a joint marketing plan with a national client.
- Spearheaded efforts to develop customer order fulfillment support infrastructure.

ADDITIONAL EXPERIENCE

SVP, Account Director, **Company**, Anytown, USA • 1996-1998

Provided management for AFA Service Corporation account to drive marketing for 3K Arby's restaurants. Directed Franchise Calendar Planning committee. Grew event marketing program usage and created production cost savings through consolidation. Delivered a faster, more cost-effective new product process.

SVP, Account Director, **Company**, Anytown, USA • 1996

Responsible for Sylvan Learning Centers national franchise promotion strategy with advertising agency.

SVP, Management Supervisor, **Company**, Anytown, USA • 1986-1988, 1994-1996

Directed 15+ member multi-disciplinary team within large regional advertising agency responsible for Golden Corral Family Restaurants, Marriott Senior Living and Roy Rogers accounts. Increased restaurant sales, direct mail response rates and account profitability for the agency.

Vice President, Account Supervisor, **Company**, Anytown USA • 1991-1994

Led strategic development, execution, and evaluation for Wendy's International brand initiatives including product and promotion conception, market testing, and national rollout activity. Initiated and drove adoption of merchandising strategy. Developed and negotiated partner programs generating income for national system.

Account Supervisor, **Company**, Anytown, USA • 1990-1991

Developed and executed DC/Baltimore area McDonald's advertising co-op programs based on national programs.

Account Executive, **Company**, Anytown, USA • 1985

Directed introductory brand positioning and advertising for Kraft Touch of Butter at national advertising agency.

Account Executive, **Company**, Anytown, USA • 1980-1985

Provided trade promotion consulting with major packaged goods clientele for market research consulting firm.

EDUCATION

Bachelor of Science in Communication Studies

Northwestern University, Evanston, Illinois