

Strategic Marketing Manager

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Objective

Strategic Marketing Manager who oversees campaign design, development and execution in support of B2C and/or B2B communications for specific products and services. Have a thorough knowledge of interactive marketing and campaign automation, and am adept at collaborating with other business units, such as product marketing managers, to create, launch, manage and optimize digital campaigns.

Skills

Event Management, Graphic Design.

Work Experience

Strategic Marketing Manager

Cancer Treatment Centers Of America, Inc - 2012 - 2020

- Responsible for directing and managing the development, implementation and evaluation of integrated brand and marketing initiatives to achieve growth and revenue goals.
- Led cross-functional teams in planning, organizing and successfully executing marketing strategies, tactics, initiatives and campaigns.
- Provided strategic marketing counsel to corporate department heads and regional marketing teams.
- Worked collaboratively across the enterprise to build brand equity, implement priority marketing initiatives and leverage scale to create marketing efficiencies.
- Oversaw development, implementation and execution of annual marketing plans to meet organizational growth goals.
- Identified and established short-term and long-term strategies relating to growth objectives, patient retention and new market development.
- Provided counsel and support to marketing leaders for development of growth strategies and initiatives, enhancing organizational knowledge and understanding of effective marketing practices.

Strategic Marketing Manager

Delta Corporation - -

- Responsible for strategy and management of the US Journals content marketing - Accountable for expanding reach and market penetration across all.
- Promoted within experiential marketing firm to manage full spectrum of marketing strategies, reporting directly to both the Director of Marketing.
- Developed highly effective global customer engagement and marketing programs that drove average 8-10% annual revenue growth and 10-12% annual .
- Created global network that successfully executed more than 100 internal and external events annually Built new process to simplify customer events.
- Led division in a two day strategic planning meeting that defined the new product direction for the Division in the areas of high performance.
- Issued patent for a multiplexible sigma delta ADC design.

- This is Dummy Description data, Replace with job description relevant to your current role.

Education

Master of Business Administration in Marketing - (Middle Tennessee State University - Murfreesboro, TN)