

DENISE JONES

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EXECUTIVE PROFILE

A results-driven, sought-after field marketing manager, specializing in food and beverage sales in the Florida tri-state area. Known for building productive brand ambassadors, meaningful customer relationships, and identifying brand influencers from region to region.

AREAS OF FOCUS

- Retail sampling
- Marketing
- Branding
- Event marketing
- Product education
- Recruitment and training
- Vehicle marketing
- Brand credibility

CAREER HISTORY

Field Marketing Manager

2012 – Present

Food Brand, Orlando, Florida

- Spearheaded marketing campaign for 2 new products across college campuses in the Orlando and Tampa areas
- Trained brand ambassadors to educate and create meaningful interactions with consumers
- Review and analyze success of past campaigns to optimize future success
- Coordinate retail sampling events in 3 major grocery chains, coaching the sample managers in best practices
- Prepare training materials for new area field managers and assess progress over 6 month period

Regional Marketing Manager

2007 – 2012

Beverage Brand, City, State

- Brainstormed new strategic marketing techniques for launch of new, "healthy" energy beverage
- Established an entire state-wide vehicle marketing campaign
 - Purchased and outfitted vehicles with custom refrigeration, branding, sound equipment, and storage
 - Hired and trained brand ambassadors to take ownership over the brand
 - Identified key influencers in every major city of the campaign

EDUCATION

Bachelor of Science, Marketing

2007

ABC University, City, State