

MARKETING MANAGER RESUME

By Resume Genius



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EDUCATION

M.S. MARKETING

Fordham University, Bronx, NY
2013 - 2015

B.S. MARKETING

Concordia University, Ann Arbor, MI
2009 - 2013

RELEVANT SKILLS

Google Suite

Microsoft Office Suite

Salesforce

Microsoft Dynamics

Google Adwords

Constant Contact

Product Development

Customer Acquisition

Data Analysis

RESUME SUMMARY

Marketing manager with 6+ years of experience in home appliances and cosmetics environments. Proven record in managing product launches that increase brand awareness and sales. Personally recruited and trained 30+ marketing and sales specialists, improving overall sales targets by 24%, and directed the launch of 12 new product lines with total annual revenue of \$1.3 billion

PROFESSIONAL EXPERIENCE

March 2018 - Present

Marketing Manager

L'Oreal, New York, NY

- Initiated and implemented a strategic promotional campaign, bundling products together to effectively boost sales revenue by 13%, leading to a projected year-on-year sales growth of \$400K
- Negotiated new contracts with vendors, saving the marketing budget \$120K annually
- Recruited and trained 30+ marketing and sales specialists, improving overall sales targets by 24% while maintaining 86% in employee retention despite COVID-19 pandemic
- Directed the launch of 12 new products lines, with total annual revenue of \$1.3B
- Referenced 3 times in news articles for exceptional advertising campaigns

December 2015 - February 2018

Marketing Associate

Panasonic, Farmington Hills, MI

- Effectively managed all corporate marketing functions with a total budget of \$2M, overseeing brand management, product launches, advertising initiatives, marketing collateral, and social events, leading to increase in brand visibility and consumer engagement
- Led design of new packaging that utilized cheaper and environmentally friendly materials, saving \$50K in production costs annually, and earning the Green Award from Panasonic International
- Established new social media team including content developers, SEO specialists, and media technicians, growing company web presence and global brand awareness by 34%
- Expanded home appliance line category, increasing revenue by \$2M annually