

FIRST LAST

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PROFESSIONAL EXPERIENCE

Resume Worded, New York, NY

Jun 2018 – Present

Marketing Director

- Increased media reach and frequency while reducing spending down to 5% by creating and negotiating annual media plans.
- Achieved revenue of over \$1.3 million by providing research data, market and account analysis to salesforce that transformed key account relationships.
- Reduced cost per account by 53% by implementing an acquisition strategy that maintained new account volume and developing efficient direct-response acquisition programs across multiple digital channels.

GROWTHSI, New York, NY

Jan 2015 – May 2018

Marketing Manager

- Improved marketing performance by 60% by driving initiatives such as marketing performance reports and developing new scoring techniques.
- Increased annual revenue by 63% by planning, organizing, and implementing direct and digital marketing strategies.

RESUME WORDED, San Diego, CA

May 2008 – Dec 2014

Product Development Manager (Nov 2011 – Dec 2014)

- Negotiated cost, product placement, and production for 210 companies, obtaining an average of \$1.5 to \$2 million in yearly revenue.
- Managed over 20 projects, including a national catalog of over 1000 applications for basic mobile devices with 99.9% accuracy.

Junior Project Manager (May 2010 – Oct 2011)

- Assisted in generating over \$350,000 in sales within 6 months of employment by tracking all requirements to ensure smooth delivery.
- Improved production process with 87% greater efficiency saving \$57,000 in administrative expenses ranging from overtime pay, legal fees, and penalties for seeking extensions for overseas filings.

Business Analyst (May 2008 – Oct 2011)

- Achieved savings of 20%-35% per inventory purchase by revising purchase ordering algorithm to minimize overstock and reviewed purchase orders.
- Coordinated vendor selection process for projects impacting more than 250 branch locations worldwide.

EDUCATION

Resume Worded University, San Francisco, CA

May 2010

Master of Business Administration Candidate; Major in Business Analytics

SKILLS

- | | | | |
|------------------------|-----------------|----------------|------------------------|
| • Marketing Automation | • Search Engine | • Facebook Ads | • Influencer Marketing |
| • Search Engine | Marketing | • YouTube Ads | • Brand Management |
| Optimization | • CRM | • Print Media | • Brand Partnerships |