



Allen Acosta

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Objective

A dynamic and highly skilled Marketing Manager with over 7 years of experience in the FMCG industry. Proven ability to develop and execute effective marketing strategies to drive business growth and increase brand recognition. Looking to bring my expertise to a forward-thinking company that values innovation and creativity.

Skills

- Marketing Strategy Development
- Brand Positioning & Awareness
- Social Media Marketing
- Content Creation & Copywriting
- Digital Marketing Campaigns
- Event Planning & Management
- Customer Relationship Management
- Market Research & Competitive Analysis
- Budget Planning & Management
- Adobe Creative Suite

Education

+ Add another

- 2

April 2022 to Present

2

2

Honors and Awards

2
- 1

May 2015 to July 2013

1

1

Honors and Awards

1

Work Experience

+ Add another

- Marketing Manager

August 2019 to Present

ABC Consumer Goods Corporation

Makati City, Metro Manila

Key Responsibilities and Achievements

- Developed and implemented integrated marketing campaigns, increasing sales by 20% within the first year
 - Led the rebranding initiative for a key product line, resulting in a 30% boost in market share
 - Managed a team of 5 marketing professionals, overseeing their work on social media management, content creation, and event coordination
 - Coordinated with the sales team to align marketing efforts with sales objectives and improve conversion rates
- Brand Marketing Specialist

July 2015 to July 2019

XYZ Foods Inc.

Pasig City, Metro Manila

Key Responsibilities and Achievements

- Worked on various successful product launches that resulted in a 15% increase in product sales
 - Developed content for digital and print marketing materials, including flyers, newsletters, and promotional videos
 - Managed relationships with advertising agencies, overseeing the production of TV commercials, radio ads, and print advertisements
- Marketing Assistant

April 2013 to June 2015

Fresh Goods Trading Co.

Quezon City, Metro Manila

Key Responsibilities and Achievements

- Assisted in the creation and distribution of marketing materials for new product lines
 - Managed social media accounts, resulting in a 25% increase in follower engagement
 - Coordinated logistics for product sampling and promotional events in key retail locations
 - Handled day-to-day administrative duties, including scheduling meetings and organizing team reports