

# Alice Clice

## Marketing Manager

### CONTACT

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Linkedin.com/username



### EDUCATION

**2010 - 2012**

M.S. MARKETING  
Fordham University,  
Bronx, NY

**2006 - 2010**

B.S. MARKETING  
Concordia University,  
Ann Arbor, MI

### KEY SKILLS

Adobe Photoshop



MS Project



Microsoft Office Suite



Dreamweaver



English / French



Team Leadership



### AWARDS

**MAY 2018**

EMPLOYEE OF THE MONTH  
L'Oreal

### PROFESSIONAL PROFILE

- Marketing Manager with 6 years of experience in home appliances and cosmetics environments
- Management: Recruited, hired, and trained over 30 marketing and sales specialists, improving overall sales targets by 24%
- Proven record in managing product launches that increase brand awareness and sales
- Achievement: Directed launch of 12 new product lines, with total annual revenue of \$1.3 billion

### PROFESSIONAL EXPERIENCE

**2015 - Present**

#### MARKETING MANAGER

L'Oreal / New York, NY / 2015 - Present

- Developed new promotional campaign by bundling products together, increasing sales revenue by 13% with projected year-on-sales growth of \$400K
- Negotiated new contracts with vendors, saving \$120K for the marketing budget
- Recruited, hired, and trained over 30 marketing and sales specialists, improving overall sales targets by 24% while maintaining 86% in employee retention
- Referenced three times in articles for exceptional advertising campaigns
- Directed launch of 12 new product lines, with total annual revenue of \$1.3B

**2012 - 2015**

#### MARKETING ASSOCIATE

Panasonic / Farmington Hills, MI / 2012 - 2015

- Managed all corporate marketing functions with budget of \$2M, including brand management, product launch, advertising, marketing collateral, and events
- Led design of new packaging that utilized cheaper and environmentally friendly materials, saving \$50K in costs, and earning Green Award from Panasonic International
- Grew home appliance line category, increasing revenue by \$2M annually despite economic recession
- Established new social media team including Content Developers, SEO Specialists, and Media Technicians that grew company's web presence and global brand awareness by 34%