Oh no kari

Alice Clice

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Marketing Manager

CONTACT

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Linkedin.com/username

EDUCATION

Team Leadership

Adobe Photoshop

MS Project

Microsoft Office Suite

Dreamweaver

English / French

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**

**2010 - 2012**

MARKETING MANAGER  
*L’Oreal / New York, NY / 2015 - Present*

M.S. MARKETING  
*Fordham University,  
Bronx, NY*

* 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

**2006 - 2010**

B.S. MARKETING  
*Concordia University,*

*Ann Arbor, MI*

KEY SKILLS

AWARDS

**MAY 2018**

EMPLOYEE OF THE MONTH

*L'Oreal*

* 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%

MARKETING ASSOCIATE

*Panasonic / Farmington Hills, MI / 2012 - 2015*

**2012 - 2015**