Alexandra Fenelon

Washington, DC 20002 • M: (781) 774-0586 • alexandra.fenelon1122@gmail.com   
www.linkedin.com/in/adfenelon

**MARKETING STRATEGY**

**Professional Objective:**

Track A: To leverage my sales and marketing expertise for an organization seeking to develop their digital analytics strategy; digital channel strategy; sales management strategy; or strategic business development.

Track B: To work for a general business consulting firm as a business strategist or business intelligence consultant.

**Prospective Positions: Preferred Functions Include:**

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| --- | --- | --- | --- |
| • Key/Account Executive  • Channel Strategist  • Management Consultant | • Strategy Consultant  • Sales Consultant  • Digital Data Strategy Consultant | **•** Sales Management  **•** Digital & Marketing Strategy  **•** Business Development  • Business Intelligence | • Consulting  • Corporate Strategy  • Data Analytics |

**Positioning Statement:**

An accomplished sales and marketing professional with extensive experience in strategic planning and relationship management. I effectively use data analysis, channel -- industry trends, knowledge of the client’s business model, and competitive intelligence to provide consultative solutions to enhance corporate account growth strategy and recommend business improvements. I am Experienced in discovering profit gaps and creative opportunities to drive synergy and efficiencies.

**Competencies & Skills:**

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| --- | --- | --- |
| **Sales** | | **Marketing** |
| • Business Development • Relationship Development • Strategic Account Management  • Budget Management & Analysis  • Cross-Functional Relationship Management  • Contract Development & Negotiation  • Presentation/ Written & Oral Communication  • Customer Service | • Promotional Planning  • Strategic Planning  • Negotiation  • Portfolio Management  • Brand Management  • Category Management  • Business/ Channel Consultant  • Sales Analysis  • Promotional Analysis | • Non-Disclosure Agreements (NDA)  • Product & Platform Analysis  • Project Management  • In-Store & Digital Campaign Development  • Functional Training  • Digital Marketing  • Partnership Management |

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| **Technology** | **Consulting** | **Soft Skills** |
| • Microsoft 365 product suite • Social Media Platforms • Social Listening Platforms: Salesforce, Social Bakers, Moat • Sales Data Analysis: Nielsen, IRI, Clavis • JDA – Prospace  • Final Cut Pro  • Adobe Creative Cloud | • Strategic Thinking  • Problem Solving/Analytical Skills  • Attention to details  • Flexibility  • Develop and implement objectives and strategies  • Identify and analyze business inefficiencies | • Active Listener  • Self-Awareness  • Agility & Adaptability  • Team Player  • Self Motivated  • Integrity  • Collaboration & Cooperation  • Quick Learner |

**target market:**

**Geographic Area: Primary:** Washington D.C. Metro Area; **Secondary:** Boston, MA

**Size of Organization:** Medium to large preferred

**Environment / Culture:** Promotes work life balance, promotes health and wellness; diversity and inclusion; open and honest communications; collaborative environment, has a clear vision and strategy; promotes from within; embraces innovation; team oriented; opportunities for professional development; casual; practices what they preach, values giving back to the community; has cross-functional opportunities; good retirement & health benefits; family oriented; global opportunities.

**Target INDUSTRIES & Companies**

***\**** *Denotes contact established*

**Track A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Financial** | **Pharmaceutical** | **Technology** | **Retail** | **Travel** |
| • JP Morgan Chase  • Capitol One  • Charles Schwab  • DEUTCH Bank Lynch  • HSBC  • Citigroup Inc. | • Bio-Rad Laboratories  • Premier Inc.  • Vanda Pharmaceutical Inc. | • Salesforce  • Microsoft  • Tableau  • Oracle  • Meltwater  • Honeywell International Inc. | • \*Nature’s Bounty  • \*Lego  • Mattel  • Bandai  • Hasbro | • Association of flight Attendants  • Federal Aviation Administration  • Emirates  • Jet Blue  • Delta Airlines  • Virgin Group |

**Track B**

|  |  |
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| **Consulting Firms** | **Law Firms** |
| • \*Booz Allen  • \*Deloitte  • Mckinsey & Company  • FTI Consulting  • Boston Consulting Group  • EY | • Rope and Ross |