

# Professional Summary

Results-driven Marketing Manager with 12+ years of experience driving business growth through innovative marketing strategies, team leadership, and data-driven decision making. Proven track record of success in manufacturing industries, with expertise in market research, event planning, and sales management.

## Professional Experience

### Senior Marketing Director (HF09)

Inazuma.co | January 2020 - Present

### Marketing Manager

NovaTech Inc. | June 2018 - December 2019

#### **Key Achievements:**

- Developed and executed a social media strategy that increased followers by 500% in 6 months
- Collaborated with the sales team to launch a new product, resulting in \$1M in sales within the first quarter

#### **Responsibilities:**

- Market research and analysis
- Marketing strategy development
- Event planning and execution

### Senior Marketing Coordinator

Pinnacle Manufacturing | March 2015 - May 2018

#### **Key Achievements:**

- Created and implemented a newsletter that increased customer engagement by 30%
- Assisted in the planning and execution of trade shows, resulting in a 20% increase in leads

#### **Responsibilities:**

- Marketing communications
- Sales support
- Market planning

## **Marketing Coordinator**

Apex Industries | January 2012 - February 2015

### **Key Achievements:**

- Developed and maintained the company's social media presence, increasing followers by 200% in 1 year
- Assisted in the launch of a new product, resulting in \$500K in sales within the first 6 months

### **Responsibilities:**

- Social media management
- Event planning
- Sales support

## **Education**

### **Bachelor of Science in Marketing**

University of Michigan | December 2011

## **Technical Skills**

### **Marketing:**

- Marketing Strategy
- Market Research
- Product Marketing
- Marketing Communications

### **Digital Marketing:**

- Social Media Marketing
- Social Media Management
- Email Marketing

### **Sales and Account Management:**

- Sales Management
- Account Management
- Sales Support

### **Event Planning and Management:**

- Event Planning
- Trade Shows

- Program Management

**Leadership and Management:**

- Leadership
- Team Management
- Critical Thinking