

## Professional Summary

Results-driven Food & Beverages executive with over 15 years of experience in driving business growth through strategic market research, innovative marketing strategies, and successful new business development. Proven track record of leading cross-functional teams to achieve exceptional results in competitive markets.

## Professional Experience

### Director of Food & Beverages Strategy

Inazuma.co | January 2020 - Present

### Senior Manager, Marketing & Business Development

Tastebud Inc. | June 2015 - December 2019

#### **Key Achievements:**

- Increased brand visibility by 30% through targeted marketing campaigns.
- Developed and executed a new product launch strategy, resulting in a 25% increase in sales within the first quarter.

#### **Responsibilities:**

- Managed a team of marketing and business development professionals.
- Conducted market research to inform product development and marketing strategies.

### Marketing & Business Development Manager

FreshFusion Foods | March 2012 - May 2015

#### **Key Achievements:**

- Successfully launched three new product lines, contributing to a 20% increase in annual revenue.
- Improved social media engagement by 50% through strategic content creation and community management.

#### **Responsibilities:**

- Developed and implemented marketing plans across various channels.
- Identified and pursued new business opportunities, resulting in key partnerships.

### Marketing Coordinator

Savor Delights | January 2009 - February 2012

### **Key Achievements:**

- Assisted in the planning and execution of a national marketing campaign, reaching over 1 million potential customers.
- Created engaging content for social media platforms, increasing followers by 200% in 6 months.

### **Responsibilities:**

- Supported the marketing team in campaign development and execution.
- Maintained and updated the company website and social media presence.

## **Education**

### **Master of Business Administration (MBA)**

Harvard Business School | 2008

## **Technical Skills**

### **Market Analysis & Research:**

- Market Segmentation
- Competitor Analysis
- Consumer Behavior Studies

### **Marketing Strategy & Execution:**

- Digital Marketing (SEO, SEM, Social Media)
- Content Creation & Management
- Event Planning & Management

### **Business Development & Growth:**

- New Business Development
- Partnership & Collaboration Management
- Revenue Growth Strategies