

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