**{NAME}**

**Email: {EMAILADDRESS}**

**Address: {MAILADDRESS}**

**Seasoned Marketing Pro**

I am a Seasoned Marketing Pro with a robust blend of communications, advertising, event planning, market research, public relations, product launches, lead generation, sales and project management skills proven by a strong track record of outstanding personal and professional achievement.

**WORK EXPERIENCE**

**Marketing Manager**

Smart Utility Systems: February 2014-Present

Leads the overall marketing for all company solutions, which are customer engagement, mobile workforce, analytics, cyber security, and consulting/advisory for the utility industry. Assesses the customer and market landscape and analyzes market opportunities for each solution on a daily basis. Formulates brand and competitive strategies to develop solution messaging and positioning. Builds relationships with industry partners, influencers and analysts to cross-sell. Supports field sales with product demonstrations and lead generations. Plans all nationwide company events with target audience in mind from booth location, booth graphics, and sponsorships to promotional items. Attends all events and supports sales with solution demonstrations. All events planned have been successful with the outcome of high lead generations as well as new accounts closed. Manages, leads and plans all company webinars from coordination to content. Produces all company-marketing materials such as press releases, newsletters, email campaigns, internal/ external communications, and sale sheets. Provides ROI reporting for all marketing activities to ensure effectiveness. Manages corporate website, social media sites and customer engagement app, which is soon to be released into iTunes for a new client product launch. Management of these online mediums has resulted in website hits tripling and social media fans and followers doubling.

**Product Marketing Manager**

Magellan: July 2013-February 2014

Promoted to leading product marketing for GPS navigation and mobile product lines after just a year on board. Planned all product launches from creating GTM’s to packaging design. Released and managed cross-functional implementation of launch plans while working with all departments to execute. Experienced in pricing, sales and inventory. Helped define product pricing and SKU strategies based on market research. Monitored, tracked and analyzed all GPS navigation and mobile product lines reviews on sellers’ website as well as app stores. Worked with Product Management and Engineering to resolve any product issues posted in customer reviews. Managed GPS navigation apps in iTunes and Google Play store, ensuring content was up to date and set apart from competition.

**Associate Product Marketing Manager**

Magellan: June 2012-July 2013

Provided product-marketing support for GPS navigation and mobile product lines. Created marketing campaigns with corporate marketing to guide products. Communicated value proposition and messaging to sales directors through a number of mediums such as PowerPoint presentations shared with clients. Trained sales directors on all new software releases and new products. Created marketing requirement documents for new products. Assisted the launch with go-to-market plans, product web page, messaging, graphics, press

release and product videos currently still on bestbuy.com. Produced quality work in compressed timelines within the fast paced consumer electronics world.

**Marketing Specialist**

CU Direct: October 2009-June 2012

Promoted from Marketing Administrator to Marketing Specialist after completing MBA, reflecting knowledge in the marketing and credit-union/dealer industries. Encouraged client usage of marketing tools/programs with monthly communications and promotions to clients, tracking these results. Planned, created and distributed best practices case studies, which can be still found on cudirect.com. Fulfilled creative copywriting needs such as ads, brochures and sales sheets. Managed social media websites for Facebook and Twitter and created campaigns, resulting in more followers. Created RFP’s for advertising agency selection. Developed and managed timelines for all advertising and promotional projects. Negotiated rates for collateral and promotional items. Assisted in media planning, buying and placement with advertising agency. Substituted in for public relations, market research and event planning positions.

**Marketing Administrator**

CU Direct: July 2005-October 2009

Coordinated company wide marketing efforts by providing support in the areas of concept development artwork, project management, budgets, and timelines. Assisted with planning and supervising all national and regional trade shows. Localized national marketing plans for 10 nationwide business units from newspaper ads to local trade magazines. Managed ad agencies, printers, fulfillment house, promotional, and apparel for all departments and corporate events as needed. Became Associate Editor of MERGE monthly newsletter and quarterly magazine. Proofread articles, gathered region specific information for all business units, and found data such as top auto loans for credit unions and dealers. Lead projects on annual marketing campaigns for credit unions and dealers, which included statement inserts, posters, flyers, online banners and email templates.

**Marketing Assistant Intern**

Architectural Area Lighting: December 2004-January 2005

Supported the Marketing Manager and department overall by fulfilling various marketing items and projects as needed. Developed slogans, tag lines and ad concepts for the 2005 new line of products that included all lighting fixtures for the company. Edited product brochures, catalogs, and product learning guides. Wrote press releases and product literature.

**EDUCATION**

**MBA**

{UNIVERSITY}

2005-2006

**B.S. in Marketing**

{UNIVERSITY}

2000-2004

**SKILLS**

Solid computer/PC background with in-depth knowledge of Microsoft Office Suite (Outlook, Word, Excel, PowerPoint and Project) and proficient in InDesign.

Fluent in Spanish