**{NAME}**

**Email: {EMAILADDRESS}**

**Address: {MAILADDRESS}**

**Marketing Manager - HEALTH LOGICS**

Seeking a marketing, product development, or related position.

**WORK EXPERIENCE**

**Marketing Manager**

HEALTH LOGICS-January 2014 to Present

Instrumental in growing YOY revenues by 110%

- Managed broker and distributor relationships in the US and Canada. Conducted product training for reps.

- Researched, acquired, and negotiated with new brokers and distributors. Was crucial in contract creation.

- Grew product sales on Amazon by 33% month-over-month using strategic PPC advertising and discounts.

- Implemented advertising campaigns encompassing traditional print and online alternatives that included banner ads, sponsored blog posts, PPC advertising, and social media promotion.

- Spearheaded a brand ambassador program utilizing athletes, models, and key influencers in target demographic to affordably promote products.

- Grew presence on Facebook and Twitter by 35%.

- Managed creative direction of product labels, sales collateral, and all advertising campaigns.

- Managed product inventory and created forecasts to ensure a consistently lean stock of products.

- Participated in industry trade shows

**Area Sales Manager**

ACTIVATE DRINKS-July 2013 to December 2013

-Managed the optimization of inventory of Activate products to assist in promotional sales and marketing for 175 grocery, pharmacy and independent retailers.

-Implemented strategic point-of- purchase programs and regular sales initiatives to build brand awareness and drive revenues.

**Marketing Assistant**

JNR INCORPORATED-November 2012 to July 2013

-Assisted with Internet research, proofreading, and creation of content, public relations, and social media.

-Wrote copy of incentive travel proposals and program gift cards.

-Authored professional white papers for the launch of new company website.

-Wrote blogs and assisted in the creation of a new firm website.

**Field Sales Representative**

UNITED NATURAL FOODS-January 2010 to February 2011

-Efficiently managed inventory of specialty foods for Giant grocery stores.

-Ordered product according to demand levels and executed promotional programs to increase incremental sales.

**EDUCATION**

**M.B.A. in Marketing**

{UNIVERSITY}-August 2013

**B.S. in Marketing**

{UNIVERSITY}

**Skills**

-Marketing Email Marketing Social Media

-Client Development Copywriting Sales

***ADDITIONAL INFORMATION***

• Practical and academic experience in marketing, sales, and advertising