**{NAME}**

**Email: {EMAILADDRESS}**

**Address: {MAILADDRESS}**

**Marketing Manager - Transamerica Retirement Services**

WORK EXPERIENCE

**Marketing Manager**

Transamerica Retirement Services-January 2011 to Present

Summary Overview: Responsible for developing marketing strategies and communications for clients, financial advisors, and sales. Manage communications for clients with assets ranging from $3M to $84M.

Transamerica Retirement Services:

〓 Successfully plan and execute annual retirement plan campaigns for clients and internal staff members, including developing themed marketing collateral. These campaigns have secured 33 design and industry awards.

〓 Manage the creation of sales and client marketing collateral that promotes the organization’s brand and

services.

〓 Manage regular updates of company websites, including clients, sales, and company Intranet.

〓 Develop marketing collateral for internal clients, assess client needs, monitor responses, and provide timely service for optimum outcome.

〓 Manage relationships with all areas of business operations by working with business unit heads and subject

matter experts to determine and implement marketing needs.

〓 Collaborate with Creative Services team to ensure projects are completed on schedule and within budget.

〓 Execute company-wide initiatives on behalf of senior management.

〓 Ensure all materials are developed within Legal and Compliance guidelines.

**Associate Marketing Manager**

Transamerica Retirement Services-July 2005 to January 2011

Summary Overview: Responsible for executing high level marketing initiatives to promote retirement plan education, including collaborating with various business units to launch new products and services.

Transamerica Retirement Services:

〓 Developed strategies and campaigns to help clients increase retirement plan awareness and encourage participation in their retirement plan among their employees with customized print materials.

〓 Supported client relationship managers and sales teams with client visits.

〓 Handled the execution of client communications including printed materials, online, and email communications.

〓 Provided recommendations to sales and client relationship managers for prospective and existing client

initiatives.

〓 Oversaw the development of the client quarterly newsletter.

**Marketing Project Coordinator**

Transamerica Retirement Services-March 2003 to July 2005

Summary Overview: Responsible for supporting the public relations initiatives, including award and conference schedules.

〓 Supported public relations activity by overseeing the development of press releases and byline articles, securing company representatives for interviews, and developing and managing execution of surveys.

〓 Managed industry related award schedules and coordinated submissions, conferences schedules, and

provided recommendations for attendance.

〓 Assisted in the development and managing of marketing materials for retirement plan clients.

〓 Supported sales and client management teams with various client initiatives.

〓 Coordinated projects and schedules with the Creative Services team to meet time sensitive deadlines.

〓 Acted as a content manager of retirement website updates utilizing the online content management tool.

EDUCATION

**Bachelors of Science in Business Management**

{UNIVERSITY}

September 2003

ADDITIONAL INFORMATION

Accomplished marketing professional with over nine years of experience in the financial services industry. Possesses excellent interpersonal and project management skills. Manages and executes high level marketing initiatives for sales and clients.

Fluent in Spanish.

TECHNICAL SKILLS

Extensive experience with Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Project, and W.A.S. (Content management system for internal website).