**{NAME}**

**Email: {EMAILADDRESS}**

**Address: {MAILADDRESS}**

**Marketing Manager - THE TRADE DESK**

• Goal oriented, dedicated professional, highly motivated self-starter and ethically responsible.

• Extensive program, project, policy, budget, resource, and organizational management skills.

• Superior analytical, problem-solving, multitasking, presentation and administrative abilities.

• Proven leadership skills with ability to motivate others and encourage peak performance.

• Exceptional customer service, client relations, quality assurance and document control skills.

• Excellent verbal and written communications with strong interpersonal skills at all levels.

• Ability to plan, organize and manage efficient and productive completion of multiple projects.

• Team player and capable of performing independently while supporting organizational goals.

• Extremely reliable, resourceful, enthusiastic and strongly committed to achieving excellence.

WORK EXPERIENCE

**Marketing Manager**

THE TRADE DESK-2014 to Present

Develop, coordinate, analyze and implement customized annual marketing plans and projects.

• Recommend marketing initiatives, action plans and targeted goals to accomplish desired results.

• Develop and execute strategic marketing plans that is aligned with client service plans.

• Recommend cost-effective plans and programs to maximize product and business exposure.

• Create PowerPoint and Excel presentations of concepts for corporate review and approval.

• Forecast, develop, manage and maintain project budgets within clients' requested guidelines.

• Create informational documents describing competitive strategies and marketing objectives.

**Senior Marketing Associate**

DELOITTE SERVICES LP-2010 to 2013

Conducted market research and develop proposals to support partners on prospect opportunities.

• Created client communications plans and messaging that reinforces brand differentiators.

• Built reputation and eminence\in the marketplace through events, thoughtware and creative ideas.

• Provided strategic insights, messaging and win themes to client teams to help win new business.

• Utilized project management tools to develop cost-effective timelines and identify milestones.

• Implemented policies and procedures to ensure superior standards of customer service and image.

**Marketing Associate**

GRANT THORNTON LLP-2008 to 2009

Prepared requests for proposal responses to obtain new business from prospective clients.

• Identified and evaluate marketing issues and offer solutions to accommodate targeted objectives.

• Effectively communicated all project initiatives and solutions to diverse organizational teams.

• Evaluated rival business strategies to establish competitive marketing programs and price points.

• Processed correspondence to clients and prospects regarding recent marketing campaign initiatives.

• Participated in weekly partner meetings to discuss current pipeline and marketing commitments.

**Marketing Consultant**

ASSET MARKETING SYSTEMS-2006 to 2008

Developed branding, competitive differentiation and image strategies for various marketing areas.

• Analyzed regional demographics in order to determine and create effective marketing strategies.

• Formulated cost-effective marketing strategies by utilizing print, television and radio mediums.

• Utilized current and historical market branding to develop cost-effective positioning initiatives.

• Maintained relations with vendors that provide direct mail advertising and telemarketing services.

• Created policies for improving the overall communications and customer service procedures.

• Initiated marketing and recovery programs to maintain long-term loyalty of existing clients.

**Marketing Assistant**

SONY ONLINE ENTERTAINMENT-2006 to 2006

Directly assisted the Senior VP of Sales, Marketing & International and the VP of Marketing.

• Participated in developing and coordinating strategies to promote Sony's game console products.

• Researched and analyzed market branding, positioning, slogan concepts and image strategies.

• Effectively communicated initiatives, solutions and objectives to diverse organizational teams.

• Attended various industry trade shows in order to promote new products to retailer customers.

• Prepared purchase requisitions to support Brand Managers' advertising and promotional efforts.

SOFTWARE: Highly proficient in the use of Microsoft Word, Excel, Access, PowerPoint, Outlook and

SalesLogix.

EDUCATION

**Master of Business Administration in Marketing**

{UNIVERSITY}

2006

**Bachelor of Arts in Business Administration**

{UNIVERSITY}

2004