Sample Name

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Objectives

* A Senior Management position focused on Strategic Marketing and Operations Management with a growth –oriented corporation where my knowledge and skills of leading will have an immediate impact on customer focus, profits and productivity.

Highlights

* Over thirty years of leadership and team building experience in the Advertising / Marketing field, driving sales and growing brand equity.

Experience

Vice President Marketing ***February 2008***– Present

MACY’S Inc. / Bloomingdales | 151 West 34 Street, 10001

*Primary Responsibilities Included:*

* Led, Developed and Executed strategies to support Omnichannel opportunities, with key strategies, Digital Media (Facebook, Twitter, MCOM, Search, Apps, Blogs integration/outreach, Mobile, Tablets, email/MMS/SMS blast, Click-it, EZ code, Datamatrix, QR, and UPC
* Created strategies to support the alignment of Macys’s brick and mortar $1.4 billion marketing spend. This initiative with the Customer at the center of all decisions unified and drove Omnichannel sales, leveraging Macy’s brand nation-wide.
* Spearheaded Nationwide Marketing system team to support Macys Marketing multimedia strategies with ability to manage at local and national level
* Appointed to Macys task force to conceptualize and implement Dyces customer intelligence and AGS to enhance Macy’s.COM RTO system
* Developed cost effective approach to manage one to one marketing using promotional catalogs

Achievements:

* Reduced operational cost of marketing dept. by developing approach to manage the consolidation of Federated divisions to Macys’s Inc.
* Delivered 14% increase in direct mail sales by versioning pieces to support one to one Marketing.
* Received Macy’s Star award for excellence in driving team results

Vice President Corporate Marketing April ***2006***– April 2008

Federated Department Stores | 11011 NY, NY

*Primary Responsibilities Included:*

* Developed and Managed along with Senior Marketing team systemic solutions and process to deliver consistent Marketing strategies across the country
* Responsible for directing the consolidation of 8 Federated divisions marketing process and plans to Macys
* Develop methodologies and statistical models to analyze our Advertising/Marketing spend (1.1 billion)
* Spearheaded and directed technical team to develop, install and train a marketing system that supports local marketing approach as well as a national approach
* Drove Corporate council team to establish diversity strategy teams across the company, customer acquisition, associate recruitment, and marketing strategies

Vice President Strategic Marketing ***July 1998***– April 2006

Burdines- Federated Department Stores / 22 West Flagler Miami Florida 33133

*Primary Responsibilities Included:*

* Developed brand positioning and led efforts to build brand equity
* Executed creative strategies to support brand and promotional cadence
* Established and Developed Advertising/Marketing customer communication strategy
* Internet/ Ecommerce customer acquisition
* Initiated new or leveraged existing vendor partnerships to maximize opportunities
* Negotiated, planned, and executed $105 million in newspaper, broadcast and magazine advertising strategy
* Developed and managed Federated Diversity Marketing, strategies

Achievements:

* Crafted and executed $48 million dollars in vendor advertising by effectively developing and selling multimedia packages to vendors.
* Led Federated Marketing team to leverage effective buying by repositioning and deploying negotiating approach and goals.
* Directed the development of Federated Intranet systems in order to improve efficiencies across eight divisions
* Developed customer segmentation strategy and persuaded Federated to implement which improved ROI and comp sales with Advertising/Marketing dollars
* Instrumental in building the Burdines Florida brand
* Received employee of the year Conch award for excellence in driving change

Operating Vice President of Marketing Administration & Strategic Direction ***May 1983*** – June 1998

Burdines- Federated Department Stores / 22 West Flagler Miami Florida 33133

*Primary Responsibilities Included:*

* Managed $96 million annual Advertising/Marketing budget for Burdines, Jordan Marsh, and Maas Brothers
* Negotiated annual media contracts for all three retail stores.
* Managed 10 direct reports and 86 employees in various areas including Target Marketing, Strategic planning, Media Buying, Ad Production, Expense Control, and Technical Development
* Developed seasonal Advertising/Marketing strategies
* Interfaced with creative management to impact the aesthetics and merchandize value and consistency for all three divisions
* Established and developed Hispanic strategy

Achievements:

* Leveraged media dollars by consolidating media budgets and moving buying functions to in-house department
* Increased vendor Coop collection by 18%, implemented Account Executive roles to drive direct vendor selling of Advertising strategies
* Directed and managed computer development team to automate entire advertising production process, across all Federated divisions.

Director of Marketing ***February 1976***– May 1983

Burger King Corporate Offices/ 7200 Kendall Drive, Miami Florida 33176

*Primary Responsibilities Included:*

* New product Marketing, developing customer awareness
* Performed market research to validate the opportunity to centralize the regional offices into corporate headquarters
* Package design, establishing look, monitoring development and production
* International marketing, establishing brand, market understanding and customer profiles overseas
* Public relations, dealing with local and National organizations to develop charity campaigns

Skills/Education

* Florida International University Class 74’ (BA in Marketing) (AS in Advertising Design)
* Proficient in MS Office, PC/MAC operating systems, Access Database system, Customer Modeling. and segmentation systems (HRG/Dunnhumby/Axiom)

Professional Activities

* Leadership and Mentor training for incoming associates
* Retail Advertising Federation
* Seybolt Technical Conferences
* Miami Advertising Federation
* Hispanic Strategic Research Council
* Macy’s Diversity Council