

# LARS ANDERSEN

lars.andersen@email.com • +104-222-3318 • Los Angeles, CA, USA

## EXECUTIVE SUMMARY

Senior marketing leader with 20+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

## CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Social Media Marketing	Instagram	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

## PROFESSIONAL EXPERIENCE

### Marketing Director

Home Depot | 2004 - Present

- Spearheaded enterprise-wide marketing transformation initiatives impacting 1592+ employees
- Delivered \$7M+ in annual revenue growth through strategic social media marketing implementations
- Built and led global teams of 26 professionals across 6 countries
- Reduced operational costs by 34% while improving service quality and customer satisfaction

## EDUCATION & CERTIFICATIONS

MBA | MIT Sloan | 2000

Bachelor of Science in Marketing | MIT Sloan | 1998

### Professional Certifications:

- Salesforce Marketing Cloud
- Google Ads Certified