

Showwayne Anderson

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showa21.github.io/showayne-portfolio

Professional Summary

Dynamic promotional marketing professional with over **8 years** of experience coordinating and executing high-impact campaigns for leading consumer electronics brands. Skilled in event planning, campaign management, brand activation and cross-functional coordination. Proven success driving brand visibility, managing promotional materials and analyzing campaign performance to optimize results. Recognized for building strong vendor relationships and delivering promotional initiatives that exceed sales targets and enhance customer engagement.

Core Competencies

- **Promotional Marketing:** Campaign coordination, event planning & execution, brand activation, promotional strategy, giveaway management, product launches.
- **Coordination & Planning:** Project management, multi-site coordination, vendor relations, budget management, timeline development, resource allocation.
- **Marketing Operations:** POP materials management, promotional reporting & analytics, merchandising strategy, sales enablement, performance tracking.
- **Professional Skills:** Cross-functional collaboration, stakeholder communication, problem resolution, time management, adaptability.

Professional Experience

Trade Marketing Representative — LG Electronics | Jamaica

September 2021 – Present

- Coordinate and execute promotional campaigns across multiple retail locations, including giveaways, product demonstrations and brand activation events to drive customer engagement and sales conversions.
- Plan and implement in-store events from concept to completion, coordinating logistics, promotional materials, staffing and vendor partnerships to ensure seamless execution.
- Develop promotional strategies with retail partners, creating customized activation plans aligned with sales objectives and maximizing brand visibility.
- Manage promotional inventory and POP materials, ensuring timely distribution and proper placement across high-traffic retail environments.
- Train and support retail staff on promotional initiatives, product features and sales techniques to maximize campaign impact.

- Coordinate with internal stakeholders (sales, marketing and operations) to align promotional activities with broader business objectives.

Samsung Merchandiser — Main Event | Kingston, Jamaica

August 2016 – May 2020

- Coordinated product promotions and launches by strategically planning product availability, positioning and promotional timing to maximize campaign impact.
- Executed merchandising initiatives, designing eye-catching displays and ensuring optimal placement of promotional materials and POS signage throughout sales cycles.
- Collaborated with cross-functional teams including packaging, visual merchandising and e-commerce to ensure cohesive promotional messaging across all customer touchpoints.
- Managed vendor relationships to source promotional materials, negotiate costs and coordinate delivery of products needed for campaigns.
- Enhanced promotional effectiveness by continuously optimizing product placement, visibility and promotional material positioning based on sales performance data.

Education

- **Bachelor of Science in Information Technology** — University College of the Caribbean, Kingston (expected July 2028).
- **CompTIA A+ Certification** — Vector Technology Institute, Kingston.

Key Achievements

- Successfully managed promotional campaigns across multiple retail locations.
- Coordinated high-volume promotional events during peak sales periods, including Black Friday and holiday seasons.
- Developed strong partnerships with retail managers, resulting in increased promotional space allocation.
- Consistently met or exceeded promotional campaign KPIs and sales targets.