

SHOWAYNE ANDERSON

Kingston, Jamaica | (876) 284-7677 | showayne22@gmail.com

PROFESSIONAL SUMMARY

Dynamic Promotional Marketing Professional with 8+ years of experience coordinating and executing high-impact promotional campaigns for leading consumer electronics brands. Expertise in event planning, campaign management, brand activation, and cross-functional coordination. Proven success in driving brand visibility, managing promotional materials, and analyzing campaign performance to optimize results. Known 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, managing giveaways, product demonstrations, and brand activation events that drive customer engagement and sales conversion
- 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 in collaboration with retail partners, creating customized activation plans that align with sales objectives and maximize brand visibility
- Manage promotional inventory and POP materials, ensuring timely distribution and proper placement of signage, displays, and promotional assets across high-traffic retail environments
- Train and support retail staff on promotional initiatives, product features, and sales techniques to maximize the impact of promotional campaigns

- Coordinate with internal stakeholders including sales, marketing, and operations teams 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 promotional 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 promotional campaigns
- Advanced promotional effectiveness by continuously optimizing product placement, visibility, and promotional material positioning based on sales performance data

EDUCATION

Bachelor of Science - Information Technology (Expected July 2028) University College of the Caribbean, Kingston

CompTIA A+ Certification Vector Technology Institute, Kingston

CERTIFICATIONS

- CompTIA A+ Certified Technician

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
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