**Jane Campaign**

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(732) 333-3333

# Marketing Experience

*L’OREAL – MARKETING  
Brand Management Associate  
Mar 2015 - Jan 2017*

* Developed and presented hair color market analysis and recommendations to 10 teams within Garnier, including HR and upper management of Maybelline-Garnier division
* Managed social media for five different product pages, and increased followers 18%

*GOOGLE ADWORDS  
Advertising Sales Assistant  
Jan 2013 - Feb 2015*

* Gained direct sales experience through extensive training and client interaction
* Planned 30 sector-specific web-seminars, and prospected list of potential customers
* Created and edited presentation/sales pitch to be given during webinars, and provided live-customer support during webinars

*PFIZER - PARTNERSHIPS & ACCESS*

*Global Marketing Manager*

*Apr 2011 - Dec 2012*

* Conducted comprehensive market research and analysis of most recent data on health care systems and markets of 12 EU nations & Canada
* Analyzed 4-Year Strategic Marketing Plans for all EuCAN countries within Pfizer

*JOHNSON & JOHNSON  
Marketing Associate  
Jun 2010 - Mar 2011*

* Summarized each region’s plans and recommendations for change within the areas of Access & Partnerships, Marketing & Operating Environment, Strategic Initiatives, Challenges & Opportunities
* Compiled and summarized media coverage and negative media portrayal of pharmaceutical industry from all EuCAN countries

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# Education

UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA

* Bachelor of Arts in English
* Minors: International Relations, Economics