1. Monitored and evaluated [Type] programs and activities to measure effectiveness and recommend improvements.
2. Developed strategies to improve and maximize trade investment ROI by completing promotional analysis and validating against expected results.
3. Created trade marketing strategies to communicate strategies to [Number]-member team.
4. Translated brand marketing plans into customer marketing actions through [Action] and [Action].
5. Devised product pricing strategies and trade marketing investments to support growth.
6. Measured marketing program effectiveness via regular monitoring of KPIs.
7. Collaborated with merchandising team on creating differentiated in-store experiences through unique merchandising and collateral opportunities.
8. Used [Software], broker reports and local market economic factors to monitor competitive tracking.
9. Drove brand awareness across various categories and products through [Action].
10. Helped develop opportunities of seasonal programs and strategies, including calendarizing marketing programs to achieve retail needs and maximize sell-through.
11. Balanced profit, volume and share objectives to deliver long-term growth.
12. Managed and motivated team of [Number] trade marketing executives.
13. Generated over $[Amount] in [Product or Service] sales and distribution.
14. Provided research and development on [Type] products to showcase benefits and retain customers.
15. Consulted with [Type] and [Type] departments to manage marketing initiatives promoting [Product or Service].
16. Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
17. Considered business demands and customer preferences when developing pricing structures and marketing plans.
18. Compiled product, market and customer data to forecast accurate sales and profit projections.
19. Developed innovative and targeted collateral to support overall branding objectives.
20. Achieved profitability goals by developing and implementing all [Location] commercial activities.