

HiL Validation Engineer with over 8 years of experience in the ECU SW and Model Development, ECU Testing Techniques, Test Automation Development, HiL Testing and Project Coordination. Highly Competent and experienced in multiple V Cycle Phases.

AREAS OF EXPERTISE

- | | | |
|-------------------------|------------------------------|------------------------|
| ✓ Design | ✓ Product Launch | ✓ Marketing Collateral |
| ✓ Customer Relations | ✓ Promotional & Ad Campaigns | ✓ Social Media |
| ✓ Recruiting & Training | ✓ Brand Management | ✓ French |

EXPERIENCE & NOTABLE CONTRIBUTIONS**L'OREAL • New York, NY • 2006 - Present****DIRECTOR OF MARKETING**

Create and maintain marketing opportunities for product launches and events. Identify innovative methods to reduce department costs and increase revenue. Referenced multiple times in articles for pioneering exceptional advertising campaigns.

- Negotiated new contracts with vendors, saving \$120K to marketing department
- Recruited, hired, and trained over 30 marketing and sales specialists, improving overall sales targets by 24% while maintaining 86% in employee retention
- Directed launch of 12 new product lines, with total annual revenue of \$1.3Billion

KEY ACCOMPLISHMENT:

- Developed new promotional campaign by bundling products together, increasing sales revenue by 13% with projected year-on-sales growth of \$400K

PANASONIC • Farmington, MI • 1996 - 2006**MARKETING MANAGER**

Developed of marketing strategies that broadened our brand awareness and our company's web presence. Focused our department towards environmentally friendly approaches.

- Managed all corporate marketing functions with budget of \$2MM, including brand management, product launch, advertising, marketing collateral, and events
- Led design of new packaging that utilized cheaper and environmentally-friendly materials, saving \$50K in costs, and earning Green Award from Panasonic International
- Grew home appliance line category, increasing revenue by \$2MM annually despite economic recession

KEY ACCOMPLISHMENT:

- Established new social media team including Content Developers, SEO Specialists, and Media Technicians that grew company's web presence and global brand awareness by 34%

EDUCATION**Master of Science, Marketing**

FORDHAM UNIVERSITY | Bronx, NY

Bachelor of Science, Marketing

CONCORDIA UNIVERSITY | Ann Arbor, MI