

Marketing Director 20 years of experience in launching products in the home appliances and cosmetics industries. Adept manager skilled in successfully recruiting, hiring, and training marketing and sales professionals, maintaining a 86% employee retention rate. Proven record in managing product launches that increase brand awareness and sales by 24%.

Areas of Expertise include:

- | | | |
|-------------------------|------------------------------|------------------------|
| ✓ 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