

NAME, MBA
Address • Phone • Email

DIRECTOR OF MARKETING

Accomplished marketing specialist and leader with an impressive history of fueling revenues, market share, and overall business growth through orchestration of marketing efforts within various platforms (including online). Success impacting organizational performance and product and service visibility. Highly focused on maximizing ROI through implementation of marketing and promotional expertise across wide range of products and services. Effectively identify business needs and expertly align marketing strategies with organizational objectives. Build top performing teams.

Marketing Management & Strategy • New Business Development • Brand Management
Product Launch & Positioning • Revenue Generation • Market Research & Intelligence
Promotional Campaigns • Online / Offline Media Metrics: MER, CPO, CPA, CPL
Creative Development • Tradeshow • Search Engine, Affiliate Marketing
Competitive Analysis • Market Penetration • Content Development
Operational / Financial Enhancements • Team Facilitation
Client Relations / Services • Public Relations

PROFESSIONAL EXPERIENCE

COMPANY 1, Location • 2008-Present

Exclusive gated senior adult community providing luxury amenities and services to over 8000 residents.

Marketing Consultant

Contribute to this adult community's expansion, visibility, and success through provision of expert consulting services in the areas of online / email / search engine marketing, copywriting, public relations, creative development, advertising, and newsletter development. Conduct extensive market research.

- Generated new revenue streams totaling over \$4M annually by recommending new service launches, including on-site pharmacy, real estate office, and wellness center.
- Fueled profit enhancements during challenging economic times through effective corporate positioning, new service offerings, and aggressive relationship management.
- Reduced Cost Per Lead (CPL) 22% while maintaining online clearance rates.
- Increased newsletter readership by community residents 10% through transformation and modernization.
- Cut newsletter print costs 15% through move to lower-cost service provider.
- Impacted budget increase from \$23M to \$28M.

Continued...

COMPANY 2, Location • 2007-2008

Direct response advertising agency specializing in online advertising campaigns.

Sales Executive

Drove new business development efforts within agency specializing in online advertising for range of clients from Fortune 500 organizations to small businesses. Sold online media services to new and existing clients. Ensured continuous provision of top quality services, delivering expert support and expertise.

- Led sales team to exceed quota and business growth forecasts by 7%.
- Raised organization's performance among fierce competition through outstanding customer service quality.
- Enhanced client revenues by 20% with the introduction of affiliate and SEM payout increases as well as add-on online media services.
- Elevated marketing performance of clientele through sale of Virtual Call Center (VCC), single-page website service supporting Direct Response Television (DRTV), as well as online marketing.
- Boosted corporate visibility with development and cultivation of strategic partnerships with advertising agencies.
- Successfully augmented media placement with creation of related reports, slashing client's CPLs, increasing media clearance rates, and maintaining margins.

COMPANY 3, Location • 2006-2007

Marketing agency specializing in online business development campaigns.

SEM Campaign Manager

Orchestrated design and management of search campaigns (Google search and content networks) for provider of co-registration lead generation services. Drove efforts to reach consumers and effectively promote affiliate offers for free items in the areas of sports, fitness, and consumer electronics.

- Stimulated 17.8% revenue increase by pioneering development and rollout of new promotional strategies and by optimizing the performance of ad-text on Google content networks.
- Took over management of unsuccessful campaign and achieved its successful turnaround, resulting in top commendations and compensation increase.

EDUCATION

Master of Business Administration • University, Location

Bachelor of Arts in Communication, Business Administration • University, Location