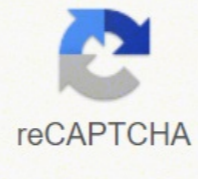




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Open

JESSE KENDALL					
<small>123 4th Street • Miami, FL 33157 • 305 555 1234 • jkendall@email.com</small>					
MARKETING & PRODUCT MANAGEMENT					
<small>Talented, results-oriented manager with excellent skills in marketing, sales, and product development. Proven track record in identifying and executing new marketing programs, driving revenue growth, and building customer loyalty. Strong background in developing, implementing, and evaluating marketing strategies. Excellent communication, negotiation, and organizational skills. Proven ability to thrive in fast-paced environments. Key strengths include:</small>					
<small>• New Product Launch & Strategy Development</small>	<small>• Public Speaking & Presentation</small>				
<small>• Business Development & Customer Retention</small>	<small>• Data Analysis & Reporting</small>				
<small>• Marketing & Brand Management</small>	<small>• Project Lead & Execution</small>				
<small>• Technology & Digital Marketing</small>	<small>• New Business Development & Expansion</small>				
<small>• Sales & Financial Management</small>	<small>• International Business & Management</small>				
PROFESSIONAL EXPERIENCE					
ABC FOODS COMPANY, Miami, FL	<small>2018 to Present</small>				
<small>Marketing Manager: Led all marketing communications and promotional material budgets totaling more than \$2.5 million annually. Conducted market research, launched multiple proprietary brand programs with 100%+ growth potential, managed advertising campaigns, and drove sales from 10 million to 15 million dollars in 18 months. Collaborated with all levels of the organization to ensure successful execution and drive strategic, long-term business plans in overall and sector-wide initiatives. Superior results through consistent development.</small>					
Key Results:					
<ul style="list-style-type: none"> • Drove sales from \$2.5 million to \$5 million by developing and implementing successful trade show programs. • Increased productivity and efficiency through automation of promotional activities, resulting in 10% cost savings. • Led cross-functional team of technical and marketing professionals that automated food show business processes with a 50% increase in sales volume. • Negotiated favorable terms with over 100 vendors and brokers annually for additional marketing services at the division level. 					
BCD & ASSOCIATES, Miami, FL	<small>2016 to 2018</small>				
<small>Marketing Manager: Led all office administrative work. Designed and implemented marketing programs for the business development, operations, and sales and support teams. Managed regional and national initiatives. Directed advertising campaigns, established the website systems for client sites. Sales management, and team management and organizational work with Client Services resulting in \$1.2 million in promotional revenue annually.</small>					
Key Results:					
<ul style="list-style-type: none"> • Increased the number of product presentations and proposals. Created plans and coordinated team show go-to-market promotion. • Increased efficiency, time, and productivity. Managed client relationships and customer retention. • Developed price change letters, promotional letters, and product change letters. 					
EDUCATION	<table border="0"> <tr> <td><small>Master of Business Administration</small></td> <td><small>University of Florida, Gainesville, FL</small></td> </tr> <tr> <td><small>Bachelor of Arts, Psychology</small></td> <td><small>University of Florida, Gainesville, FL</small></td> </tr> </table>	<small>Master of Business Administration</small>	<small>University of Florida, Gainesville, FL</small>	<small>Bachelor of Arts, Psychology</small>	<small>University of Florida, Gainesville, FL</small>
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<small>Bachelor of Arts, Psychology</small>	<small>University of Florida, Gainesville, FL</small>				
TECHNICAL SKILLS	<small>Microsoft Office (Word, Outlook, Excel, PowerPoint), CRM Systems, Social Business (Salesforce, HubSpot)</small>				

JAMES TANAKA

Marketing Intern

INFO

ADDRESS

1515 Pacific Ave, Los Angeles, CA 90291, United States

PHONE

(541) 754-3010

EMAIL

email@email.com

PLACE OF BIRTH

San Antonio

DRIVING LICENSE

Full

NATIONALITY

American

LINKS

[Instagram](#)

[Facebook](#)

[LinkedIn](#)

[Twitter](#)

SKILLS

Trello, Mopinion, KissMetrics, Asana, Slack, Jive, Evernote, MixPane

WordPress, Drupal CMS Platforms, Adobe Photoshop, InDesign

PROFILE

Motivated and driven Marketing Intern with two six-month internships completed in the publishing and news agency sectors respectively. A proven track record in research-driven marketing activities including surveys, competitor analysis, and marketing intelligence data manipulation. Currently pursuing a Master's Degree in Digital Marketing and Social Media Advertising on a part-time basis. Highly proficient in Adobe Illustrator and Adobe PhotoShop.

EMPLOYMENT HISTORY

Marketing Intern, Blue Bank Madison
Jan 2019 — Nov 2019

Boosted open rates for online client campaigns by 35% and landing page conversion rates with 22% through the implementation of a daily 2-minute vlog introducing the company's products and services on YouTube.

- Responsible for administrative duties including preparing marketing materials, printing proposals, placing orders with suppliers, picking up promotional props and organizing booths at events
- Ideate new social media campaigns themes and present them to the brand manager
- Act as group admin on respective media platforms and web pages, responding to queries and complaints from followers
- Monitor social media platforms such as YouTube, Instagram, Twitter, Facebook and Pinterest for latest trends and ideas
- Create powerpoint presentations from draft marketing proposals
- Facilitate all planning and hosting activities for inhouse marketing events and external roadshows
- Stay abreast of competitor marketing strategies by monitoring their digital content published online

Marketing Intern, Wilsons Snacks & Sweets Reston
May 2018 — Oct 2018

Received 3000 likes on Facebook after a promotion campaign to raise funds for a local athletics team via a crowdfunding vehicle.

MAXWELL M. GRAHAM

111 Waring Run Road • Westmore, New York 55555 • (555) 555 5555 • Mgraham@gmail.com

SENIOR SALES & MARKETING EXECUTIVE

Increasing Sales & Market Share • Driving Profitable Growth
Motivating, Leading & Developing Top-Producing Sales Teams • Exceeding Assigned Goals
Consumer Electronics & Housewares Industry

Distinguished 20+-year career reflects continual advancement, a depth of valuable and diversified leadership experience, and consistent achievements in driving innovative, cost-effective sales and marketing strategies, programs, and initiatives that produce dynamic business results. Proven strengths in directing all aspects of the sales process, establishing multiple distribution channels, and negotiating overseas (China) manufacturing. Organized planner with exceptional capability in managing multiple, concurrently running tasks. Cool under pressure and tenaciously do what it takes to get the job done. Effective communicator, negotiator, and decision maker. Trustworthy, highly respected, and interface positively and professionally at all levels.

Qualifications Summary

Sales & Marketing Management • P&L and Operations Management • Inventory Management
Multi-Distribution Channel Development & Management • New Product Development & Management
Market Analysis • Productivity & Efficiency Improvements • Negotiations • Sales Team Motivation & Leadership

CAREER HIGHLIGHTS

- Increased sales from \$19MM to \$31MM in 3 years for XYZ Systems, Inc.
- Grew sales in home theater category from \$2.5MM to \$25MM within 1 year for Graymor Radio.
- Built Zenith Product Division sales from \$0 to \$45MM in the first 18 months of licensing for Wentworth.
- Drove sales from \$38MM to \$200M+ in 8 years for a division of Phillips Corporation.

CAREER HISTORY & SELECTED ACHIEVEMENTS

XYZ SYSTEMS, INC., New York, NY

2006 – Present

President of Sales & Marketing

Recruited by the owners of a \$50MM privately held manufacturer of iPod, video-cam, specialty cases, and other products sold through multiple channels. In charge of directing all aspects of business operations, including sales, marketing, inventory, product costing, new product development/introduction, and market analysis and planning activities. Develop and manage major accounts, and monitor and forecast sufficient inventory levels in stock. Hire and train direct sales staff and contract with national network of independent sales agents.

- Sales Growth.** Increased sales from \$19MM to \$31MM in 3 years.
- Account Development.** Targeted, penetrated and grew business – Office Depot, Wal-Mart, and Best Buy.

GRAYMOR, Morristown, NJ

1996 – 2006

President of Sales & Marketing (2002-2006) / Vice President of Sales (1996-2002)

Led sales and marketing activities for video, audio, and microwave products sold through numerous channels (consumer electronics outlets, mass merchandisers, national discounters, etc.). Oversaw product development, manufacturing, costing and administrative functions. Personally managed and strengthened 2 major account relationships (K-Mart and Wal-Mart). Directed 5 Regional Managers and network of 18 Independent Sales Agents.

- Sales Growth.** Increased sales in home theater category from \$2.5MM to \$25MM within 1 year by restructuring the product line.



Theodora Devine

Marketing Executive

Agile, results-oriented marketer with 9+ years of management experience in providing integrated business and marketing solutions to diverse clients globally, including highly valued individuals and fast-growing organizations. Equipped with a record of success in managing clients' paid advertising through social media platforms, including creating multiple Facebook Ad campaigns that generated \$500k+ revenues and 700k+ views and Instagram content that increased 50K+ followers.

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📧 medium.com/@theodora.devine

AREAS OF EXPERTISE

- Business Process Improvement
- Lead Generation
- Product-Market Fit
- Social Media Marketing
- Email Marketing
- Communications & PR
- Influential Negotiation Skills
- Supervision & Leadership
- Prototyping & Product Design
- Development & Training
- Project Management
- Interpersonal Communication Skills
- Product & Market Research

WORK EXPERIENCE

Digital Marketing Executive

Cabalsa Digital Marketing Consultancy

06/2017 – 05/2020

Garden City, NY

Achievements

- Led the development of visual messages from conceptualization to finalization of marketing and business development collaterals such as pitch decks, publications, research reports, through-the-line digital assets, merchandise, and events.
- Advised the CMO on various strategic digital marketing opportunities, content and architecture management, including growth, engagement, audience following, sales conversions, and competitor analysis across all online channels.
- Conceptualized and managed 25 Google Ads campaigns with an average ROI of 45% in the last 2 years.
- Collaborated with the digital global team to share collaterals ensuring compliance with brand guidelines across the business.
- Partnered with the European Head of Marketing in leveraging sponsorships as well as planning and organizing key business events to strengthen the group positions abroad.

Digital Marketing Strategist

Burroughs Ad Agency

04/2013 – 05/2017

New York, NY

Achievements

- Collaborated with the multimedia and art design staffs to create multimedia websites as well as develop marketing content for various social media channels that conforms to the brand's visual style, format, and target audience.
- Implemented online customer service processes to promote positive and consistent user experience ensuring brand loyalty.
- Collaborated with user interface design staff to define and determine product requirements based on market research analysis.
- Purchased or negotiated the placement of listings in local search engines, directories, or digital mapping technologies.
- Conducted financial modeling for online marketing programs, including website revenue expenditure and forecasting.

Digital Marketing Specialist

CJMS Print & Design

02/2011 – 03/2013

New York, NY

Achievements

- Generated daily website visits of 20k+ and increased social media following to 20k+ driving advertisement sales by 50%.
- Designed, developed, and maintained the company's website content management system and enhanced the search engine optimization strategy resulting in increased website traffic with improved page ranking in various search engines.

