

NAME, CREDENTIALS

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MARKETING MANAGER

PROFILE

Results-driven professional with a proven track record of success. Known for delivering marketing solutions and driving value and profit gains within highly competitive markets. Exceptional communicator with strong negotiation and problem solving skills. Equally effective at identifying opportunities and developing tactical business solutions.

PROFESSIONAL EXPERIENCE

Marketing Manager
Company Name, City

Jan 2009 – Present

- Yearly and quarterly business plan development with analysis on current state, future outlook, financial forecasting, merchandising, channel management and go to market strategy
- Ongoing marketing strategy development for optimizing both technology and imaging revenues and margin within existing customer base, ranging from small to enterprise size businesses
- Leading cross-functional team in direct to customer price-based campaigns to increase revenues
- Developing incentive-based and educational sales programs for technology and imaging sales specialists
- Manage marketing budgets for both the technology and imaging business units with a goal to optimize campaigns while keeping costs down
- Lead and mentored marketing coordinator in the go-to-market execution of marketing campaigns

Achievements

- Realized process improvements to manage a greatly reduced marketing budget in 2009 for multi-channel marketing activities that brought in a 5% increase in vendor revenues of \$1.2 million
- Developed the acquisition and engagement strategy for the Print Smart Solutions program through a multi-channel launch that has so far brought in 20 large-scale customers with forecasted revenues of \$3.7 million by the year end
- Developed the integrated marketing plan for the launch of the THINK! ink & toner recycling program that brings in an average of 33,000 returns by month and incremental revenues of \$200,000 per year
- Led the integrated marketing launches of Brand It, a semi-annual print and promotional guide with increasing revenues – with the most recent edition coming in 20% over target
- Created a Technology Product Sales Model that simplified the sales process for different sales channels by aligning certain product categories to the appropriate sales role and target customer segment

Marketing Manager
Company Name, City

2007 - 2009

- Led business case development for programs by analyzing system and resource impacts, pricing and financial models, internal readiness requirements, alignment of key stakeholders, customer lists, and related previous program performance

- Supported the integrated sales team focused on small and medium business segment through initiatives like customer trial programs, competitive pricing and online pricing tools.
- Managed association programs to increase membership subscription through various pricing-led tactics, sales training, and channel and customer promotions.
- Responsible for specific business-related product launches like rugged handsets, PDAs and PC Cards

Achievements

- Increased association member activations by 10% through new innovative pricing strategies and strong sales programs to motivate association, direct and dealer sales teams
- Successfully negotiated new agreement with the Canadian Federation of Independent Business, an important partner with 105,000 businesses as members and an account worth \$11 million per year
- Spearheading the multi-channel marketing launch of the rugged handset portfolio for Rogers that provided incremental revenues from a new market

Bilingual Marketing Manager

2005- 2007

Company Name, City

- Planned and executed all marketing programs in the country for iDEN handsets (sole source manufacturer for the TELUS MiKe brand) by acting as the primary liaison with TELUS for all marketing-related matters
- Led the marketing planning process for iDEN product and service launches through TELUS to ensure trial models met the customer's needs and the final product was properly launched into the market
- Worked with TELUS on advertising strategies for the MiKe brand that showcase new products or target a vertical B2B market, consumer sales promotions on handsets and accessories and other marketing initiatives to grow the business
- Responsible for Quebec as a sales territory by growing the market through incentive-based and educational sales programs

Achievements

- Launched record eight new products in 2005 and sold a record 320,000 handsets in 2006 that boosted iDEN handset sales to the highest level ever in Canada worth approximately \$61 million
- Grew the Quebec TELUS dealer business from 9% to 13% of total sales in 2005 through trade marketing activities like training programs, SPIFFs and contests
- Lead process improvements for all product and service launches with TELUS to ensure trial models met the customer's needs and the final product was properly launched into the market

Senior Communications Officer

2001-2005

Company Name, City

- Developed strategic communications roll-out plans for the Ministries of Finance, and Economic Development and Trade around high-profile government events like the 2002 Ontario Budget, the Queen's visit to Ontario and World Youth Day
- Wrote speeches for both the Ministers of Finance and Economic Development and Trade
- Provided media relations expertise for government initiatives, including being the French media spokesperson at regional events within francophone communities
- Spearheaded the communications launch of high profile programs like the Medical and Related Sciences (MaRS) Discovery District, the Biotechnology Cluster Innovation Program and the Ontario Research and Innovation Optical Network

EDUCATION

Diploma/Degree

Institution Name, City, Province – June 2008

TRAINING

Certification

Training Program

Institution Name, City, Province – June 2009

REFERENCES

Available Upon Request