

## CONTACT

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## LEADERSHIP SKILLS

Digital Marketing Roadmaps  
Brand Marketing/Strategy Development  
Lead Generation  
Social Media/Website Marketing  
Distribution/Channel Alliances  
Private Label Partnerships  
E-Commerce  
Contract Negotiations  
CRM Consumer Data/Mining & Analytics  
Vendor/Agency Relationships  
Customer Acquisition & Retention  
SEO/SEM  
PPC/PPL  
Email Marketing  
Recruiting  
Team Leadership  
Training & Development  
Budget Management

## BOARD LEADERSHIP

XXX | Leveraged marketing acumen to reignite fundraising efforts and expand service offerings.

XXX4XXXXXX | Raised >\$100K to help children in 7 countries.

XXXX XXXXXXXX | Instrumental role in securing funding for documentary film production.

## EDUCATION

### M.B.A.

University of XXXXXXXX XXXXXXXX

**B.S., Electrical & Computer Engineering** University of XXXXXXXX

## MULTILINGUAL & MULTICULTURAL

Well-versed in global business practices through business and personal travel around the world.

## XXXXXX XXXXXXXXXXXXX

### SALES & MARKETING TURNAROUND STRATEGIST

Cost-effective sales and digital marketing strategies that support corporate vision to make growth and profitability goals a reality.

## VALUE PROPOSITION

Groundbreaking strategies that build and turnaround products, sales and marketing organizations to achieve record-breaking YOY revenue success. Balance old-school and cutting-edge digital marketing and analytics to understand niche customers.

- ✦ Establish partnerships that grow distribution/channel sales across the US, EU & Asia.
- ✦ Leverage engineering insight to grasp complexities of high-tech products.
- ✦ Transform unknowns into contenders against much-larger competition.

## CAREER OVERVIEW

### VP of Sales & Marketing • XXXXXXXX Inc.

2009 – Present

Led sales, marketing, distribution and channel sales turnaround for this small, privately-held global resistor component manufacturer. Directed cutting-edge strategy grounded in a data-driven understanding of engineering consumer purchasing habits.

- Replaced field sales with digital marketing efforts (an industry first) and overhauled inside sales to become strong technical resources.
- 10% YOY revenue increases amidst industry downturn marked by 1-2% manufacturing GDP growth.
- 30% increase in APAC/EU sales, representing 40% of total sales and 4X growth in private label sales, by establishing a global channel and distribution partnerships.
- Elevated status to become a contender amongst much-larger competitors.

### Marketing Director • XXXXXXXXXX, Inc.

2003 – 2009

Increased billable sales >4X by spearheading a sales and marketing strategy grounded in consumer insight for this commercial construction firm. Identified and targeted prospects, created and delivered persuasive sales and marketing pitches.

- Secured bids from regional leaders including the University of XXXXXXXX XXXXXXXX and several local hospitals.
- Built and trained team of 9 who sustained 100% customer retention based on account management and service delivery excellence.

### Strategic Marketing + Product Manager • XXXXXXXXXX Inc.

1991 – 2002

Introduced market segmentation strategy yielding 5% market share, 150% sales volume and 35% profit margin increases.

- Overhauled underperforming product that grew sales from >10X to \$2.5M for this manufacturer of high-tech switches, controls and valves.
- Sought after for insight into consumer buying habits as the liaison between Sales, Engineering, Finance and R&D.

### District Sales Manager • XXX XXXXXXXXXXXX, Inc.

1990 – 1991

Built and developed a technical sales team that penetrated the XXXXXXXX XXXXXXX market for this Intel supplier and exceeded sales goals.

### Process Engineer • XXXXX Corp.

1988 - 1990

Contributed to development of a data monitoring system for this technology manufacturing leader. Refined process for training engineers on production equipment.