

# Michelle Marketing Manager

City, State  
LinkedIn

cell  
Email

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## MARKETING MANAGER

Campaign Development ▲ Sales Management ▲ Brand Building

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**S**avvy marketing professional who delivers innovative solutions to accelerate business growth. Expert in identifying customer buying cycles and implementing communication strategies to increase market share. Acknowledged for capacity to build consensus, steer strategic direction, and challenge status quo while forging strong relationships with stakeholders. Articulate, solutions-focused, and team-oriented. Enjoys intricacy of devising and refining strategies to win new business and grow revenue.

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### AREAS OF EXPERTISE

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|---------------------------|------------------------|----------------------------|
| ▲ Sales Forecasting       | ▲ Tradeshows           | ▲ Cost Containment         |
| ▲ Project Management      | ▲ Direct Marketing     | ▲ Account Management       |
| ▲ Lead Generation         | ▲ Strategic Planning   | ▲ Corporate Hospitality    |
| ▲ Communications Strategy | ▲ Budget Management    | ▲ Relationship Building    |
| ▲ Event Organizing        | ▲ Business Development | ▲ Market Segmentation      |
| ▲ Market Identification   | ▲ Competitor Analysis  | ▲ Brand Development        |
| ▲ Channel Optimization    | ▲ Consumer Research    | ▲ Advertising & Promotions |

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### PROFESSIONAL EXPERIENCE

PHONECO, City, ST

Year–Year

#### Marketing Manager

*Drove strategic direction and grew market share in Xxxxxx and Xxxxxx. Implemented research-led marketing campaigns, managed stakeholder relationships, and collaborated with distribution channels to achieve sales targets. Oversaw \$1M state-wide marketing budget.*

- ▲ **Lead Generation:** Achieved 11% revenue growth by introducing an integrated approach to prospecting comprising telemarketing, direct mailing, and product sampling. Boosted SME channel revenue by 8% in one month through in-store referrals. Delivered \$32K from a single direct marketing campaign.
- ▲ **Customer Relationship Management:** Turned around “scattergun approach” to client communication by segmenting marketing materials according to survey results. Received positive feedback from clients for delivery of relevant information.
- ▲ **Event Management:** Increased revenue from high profile corporate events; grew prospects database, generated appointments with key decision makers, and acquired new clients.
- ▲ **Market Identification:** Reversed inaccurate nationally-driven market segments by testing assumptions. Devised strategies for newly-identified segments.
- ▲ **Promotions:** Leveraged company’s sponsorship of the Xxxxxxx team to drive new customer acquisition, delivering \$20K revenue in one month.
- ▲ **Creative Development:** Steered processes for advertising and promotions concepts. Managed agency relationships, wrote creative briefs, and analyzed effectiveness of marketing campaigns.
- ▲ **Leadership:** Selected by management to lead company’s country-wide brand assessment team.

COMPANY NAME, City, ST

year–year

**State Marketing Manager**

*Aligned and steered marketing strategies across 27 sites statewide. Successfully implemented a systematic approach to marketing, employing innovative methods to position services and penetrate market segments. Reversed history of ad-hoc promotions that produced little results.*

- ▲ **Brand Awareness:** Increased new client registration by 15% within 3 months of launching integrated campaign with market research pointing to 10% increased awareness.
- ▲ **Business Productivity:** Instrumental in overhauling under-utilized business units by instigating referral program to generate leads.
- ▲ **Market Expansion:** Boosted youth registrants 50% over 12 month period by identifying and promoting service offerings through targeted advertising campaigns.
- ▲ **Brand Development:** Overhauled branding statewide by creating a consistent “look and feel” across all sites and redeveloping marketing materials according to brand guidelines.

COMPANY, City, ST

year–year

**Corporate Account Manager**

*Developed the corporate portfolio by identifying, acquiring, and retaining large corporate clients with 200+ employees.*

- ▲ **Business Development:** Grew “share of wallet;” collaborated with clients on service requirements, won new business, and created proposals for uptake of product lines.
- ▲ **Market Share:** Doubled portfolio revenue to \$2M by increasing market share of financial services segment through networking, telemarketing, and referral initiatives.
- ▲ **Sales Targets:** Consistently achieved sales targets through accurate forecasting and lead generation.
- ▲ **Networking:** Gained introductions to senior decision makers as a result of forging strong relationships with middle management within client organizations.

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## EARLIER EXPERIENCE

NNNN COMPUTER SSS, City, ST

year–year

**Marketing Executive**

*Generated 27,000 registrants for a 12-month pilot program to improve computer literacy. Following initial success, program was improved and extended nationwide.*

ZZZZZ COMMUNICATIONS LTD, City, ST

year–year

**Marketing Executive** (Month year – Month year)

*Supported revenue growth activities by presenting seminars, developing sales kits, conducting focus groups, and direct mailing.*

**Sales Executive** (Month year – Month year)

*Managed portfolio of 400 small business customers, growing revenue by 150%. Exceeded sales targets by implementing effective contact strategies, developing sales leads, and delivering information to customers.*

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## EDUCATION & TRAINING

**Graduate Diploma of Business (Marketing)**, University of xxxxxxxx, year

**Bachelor of Education**, University of Yyyyyy, year

7 Habits of Highly Effective People

Six Sigma–White Belt

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