

ROBERT SMITH

Associate Marketing Manager

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A result-driven Associate Marketing professional with 7 plus years of experience in Healthcare. I am having expertise in strategic marketing, new product launch, and brand development, with solid experience in consumer promotions; a strong foundation in life sciences and a proven track record of excellence in leadership and analytical ability.

EXPERIENCE

Associate Marketing Manager

Bayer Medical Care, Diabetes Care - OCTOBER 2013 - PRESENT

- Cross-division collaboration to product and brand relationships through cross-promotional activities (eg. Aspirin, heart health diabetes).
- Successfully launch new products into trade markets through national chain retailers.
- Managing resources and vendors within areas of responsibility and assist in managing cost centers and reporting requirements.
- Monitoring and managing vendors who support cross-functional activities and ensure efficient and cost-effective delivery.
- Assisting channel managers in managing managed care pull-through efforts to determine and create price healthcare "access" messaging and collateral in promotional material across channels.
- Executing projects that can be utilized in other facets of the organizations (field sales, managed markets, mail order business opportunities).
- Working with cross-functional departments to streamline existing business processes (ie. Caf reporting sales data compilation).

Marketing Manager

Life Science And Healthcare - NOVEMBER 2011 - SEPTEMBER 2013

- Responsible for the creation and execution of merchandising projects and marketing programs to drive.
- Present marketing concepts, programs, and routine and ad hoc brand reports to internal customers in an organized and professional manner.
- Established relationships with 3rd party vendors, suppliers, and business owners.
- Integrate marketing methods and channel options to reach customers and meet defined business goals.
- Create and implement innovative channel programs and go-to-market plans designed to maximize new product and supplier launches.
- Publication experience content selection, budgeting, and distribution.
- This is Dummy Description data, Replace with job description relevant

to your current role. In case if you dont need it you can delete it.

EDUCATION

- Master Of Business Administration in international Business - (Temple University)Bachelor Of Science in Health Science - (University Of The Sciences In Philadelphia)

SKILLS

Brand Management, Customer Segmentation, Product Launches, Communication Planning, Market/Trend Analysis, Vendor Management, Marketing Tactics, Project Management, SAP, Salesforce.com, Business Intelligence, IBM Digital Analytics - Core Metrics, Social Networks.