

## Objective

Dynamic marketing professional with 16+ years of experience as Associate Marketing Manager, having expertise in developing successful marketing programs and campaigns including promotional events. Solid team experience working with cross-functional teams on successful account development and marketing campaigns.

## Skills

Google Sheets, Google Docs, Google Slides, JIRA, Confluence, Postup, And Intercom, Have Updated And Monitored Business Social Media Accounts, MS Office (Word, Excel, Access, PowerPoint, Outlook, Project), MAS, ACT CRM And SPSS (Statistical Software).

## Work Experience

### Associate Marketing Manager III

**So Delicious Dairy Free** - October 2005 – Present

- Working with a cross-functional team in developing and executing marketing plans in alignment with corporate strategic objectives.
- Establishing marketing metrics, conducted sales analysis and provided reports to upper management with recommendations concerning how to optimize promotional activities.
- Managing national tradeshow program, including exhibit design, brand messaging and product sampling.
- Supervising consumer relations department and implemented CRM technology to improve consumer retention and streamline processes.
- Managing database marketing program and increased the size of consumer database from 10,000 to 180,000.
- Conducting qualitative and quantitative marketing research to gain consumer insights for product innovation and packaging initiatives.
- Performing ROI, trend and competitive analysis on all marketing activities to guide executive decision-making.

### Associate Marketing Manager

**Baker St. Solutions, Llc** - August 2002 – October 2005

- Designed and conducted consumer research programs for major CPG manufacturers.
- Client list includes dupont, dial, del monte, procter gamble, clorox, church dwight, etc.
- Planned and managed qualitative and quantitative consumer research projects.
- Trained and led the national team of consumer research field professionals.
- Managed and motivated the diverse cross-functional team to achieve objectives.
- Analyzed, interpreted and reported statistical consumer research data.
- Delivered powerpoint presentations to clients; communicated results of the project and recommended a particular course of action.

## Education

B.A. in History - 1995 to 1999(University Of Oregon - Eugene, OR )