Robert Smith

Associate Marketing Manager II

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SUMMARY

Creative marketer and branding professional with over 14 years of experience as Associate Marketing Manager in project management, event planning, sales and account management. Seeking a collaborative marketing role.

SKILLS

Market Research, Marketing, Marketing Communications, Marketing Strategy, Team Building, Management, Graphic Design, Adobe Creative Suite, Email Marketing, Advertising, Google Analytics, E-commerce, Social Media Marketing, Direct Mail.

WORK EXPERIENCE

Associate Marketing Manager II

Fisher Price - June 2010 – Present

- Overseeing the growth of premiere toy industry power wheels (market leader in the battery powered ride on the industry in the US) and ride-on business.
- Consistently driving business profitability through sound product and marketing management.
- Instrumental in introducing innovative products thereby expanding the consumer base which leads to $21 million top line revenue during the product lifecycle.
- Developing the launch blueprint for the power wheels brand taking it to markets like Mexico and Brazil.
- Leading all aspects of product development guiding the design and engineering teams.
- Exclusively giving presentations to top management, international subsidiaries, and business partners.
- Set cost pricing targets, make line selection recommendations to manage overall business pl statements.

Sr. Marketing Associate

Fisher Price - August 2004 – June 2010

- Assisted with launch and success of a new spring tv driver for the sports line.
- Worked along with the Sr. Marketing manager on the power wheels business for all financials, product development, and marketing collaterals.
- Handled all aspects of product and marketing plan development for the ride-on and seasonal businesses.
- Leading and coordinating on a daily basis with design and engineering disciplines in terms of product development for the seasonal and ride-on lines.
- Covered all aspects of financials and forecasting for both ride-on and seasonal businesses.
- Handled all aspects of marketing communications on the ride-on and seasonal lines that include packaging, tv advertising, pop, sales collateral, catalog and so on.
- Responsible for all internal and external presentations for ride-on and seasonal businesses which include internal sales pitches, senior management presentations, and account presentations.

EDUCATION

Masters in Business Administration in Marketing And Human Resources - January 1998 to August 1999(Portland State University - Portland, OR)Masters in Business Administration in Marketing -

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May 1995 to May 1997(Institute Of Technology - Mumbai, Maharashtra)Bachelors Of Science in Chemistry - May 1991 to May 1994(Mithibai College - Mumbai, Maharashtra)

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