

ETHAN MARTINEZ

Assistant Consumer Marketing Manager

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PROFESSIONAL SUMMARY

Ambitious consumer marketing professional with 2 years of experience in executing impactful marketing campaigns. Proven ability to analyze consumer behavior and market trends to drive brand engagement and loyalty. Passionate about leveraging innovative strategies to enhance customer experiences and achieve measurable business outcomes.

WORK EXPERIENCE

Assistant Consumer Marketing Manager

Feb / 2024-Ongoing

WidgetWorks Inc.

Denver, CO

- Executed product and go-to-market strategies for accessories under the Philips brand, collaborating with Sales and Product Development teams to ensure successful execution.
- Developed marketing strategies for major retailers, including Walmart and Best Buy, enhancing brand presence.
- Analyzed retail assortments to identify opportunities for optimization, leading to improved shelf space utilization.
- Achieved assigned targets for profitable sales volume and margin dollars through strategic business case presentations.
- Conducted market research to identify consumer trends and preferences, informing product development and marketing initiatives.
- Implemented innovative promotional campaigns that increased product visibility and consumer interest.
- Coordinated cross-functional efforts to enhance customer experience and satisfaction across various channels.

Consumer Marketing Manager

Feb / 2023-Feb / 2024

Crescent Moon Design

Portland, OR

- Led market definition and launch activities for Portable Power accessories in the Americas, establishing the brand as the #1 choice at Target.
- Authored comprehensive Market Requirements documents, enhancing product development processes.
- Managed a team of internal staff and contractors to create engaging website content, improving user experience.
- Oversaw database functionality for the flagship product, enhancing customer engagement and retention.
- Integrated retail executions across teams, optimizing marketing strategies and improving overall campaign effectiveness.
- Contributed to the successful launch of Canada's only bi-weekly sports magazine, achieving a circulation of 100k.

EDUCATION

Bachelor of Arts in Marketing

Feb / 2022-Feb / 2023

University of California

Santa Monica, CA

Focused on consumer behavior, marketing strategies, and brand management.

SKILLS

Consumer Market Analysis



Cross-channel Marketing Strategies



Team Leadership



Project Management



ACHIEVEMENTS

- Increased customer engagement by 30% through the implementation of a new social media strategy.
- Optimized product placement in major retailers, resulting in a 25% increase in shelf visibility.
- Collaborated with cross-functional teams to enhance marketing materials, improving campaign effectiveness by 40%.