

Field Marketing Manager

ROBERT SMITH

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Objective

High energy, creative marketing professional with over 5 years of experience managing brand marketing, media, and events. A strong relationship builder with exceptional customer focus and a commitment to excellence; implementing marketing strategies that build brand identity, drive customer retention and enhance the customer experience.

Skills

Microsoft Office, Quickbooks,.

Work Experience

Field Marketing Manager

ABC Corporation - March 1999 - January 2012

- Collaborated with regional leadership implementing enterprise-wide marketing programs and initiatives concentrating on customer experience and brand integration.
- Specialized in event, sponsorship, product and advertising marketing to deliver unique and memorable experiences, promote revenue opportunities that built brand equity, drove store traffic, stimulated product sales, and increased customer satisfaction.
- Coordinated and managed local grassroots marketing efforts to ensure the delivery of the brand promise.
- Researched and sought out opportunities that produced impactful, effective and engaging customer experiences to achieve maximum business results, consistently attaining average customer growth of 20% and increasing consideration.
- Senior Trainer Partnered with regional leadership to plan, develop and implement training curriculum and strategies.
- Specialized in high-quality training delivery and program management ensuring knowledge transfer for new and existing sales and customer service teams.
- Developed new and refresher courses on topics specific to job function and teams aimed at increasing understanding, proficiency, confidence and successful accomplishment of career goals.

Field Marketing Manager

ABC Corporation - 1997 - 1999

- Was the curator of the KIND brand in the Mid-Atlantic.
- This included supporting and managing brand marketing objectives and strategies; the creation, planning and execution of marketing events and programs; the development, integration and execution of marketing strategies into the sales channel and the day to day management and development of team leads and brand ambassadors.
- My primary objectives were to build awareness, create consumer trial and brand loyalty, drive a strong brand image, increase sales and create word of mouth for KIND.
- Launched marketing program in Mid-Atlantic.
- Integrated local brand marketing strategies with corporate objectives to drive success Collaborated with sales to support existing as well as open new accounts; created custom retail and consumer programming; analyzed sales data to determine best utilization of assets.

- KIND grew from \$15 million in revenue in 2008 to over \$150 million in revenue annually during my time with the company Strategically coordinated and executed sampling initiatives, reaching consumers where they live, work, play and shop.
- Developed strategic programming, resulting in increased brand trial and visibility Planned and oversaw the launch of two new product lines KIND Healthy Grains and KIND Nuts & Spices Researched, coordinated and hosted multiple large scale events relevant.

Education

ADULT EDUCATION - 2011(BELLEVUE UNIVERSITY - Bellevue, NE)