

Market Manager

ROBERT SMITH

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Objective

Self-starter with the ability to analyze business operations and recommend strategies to improve performance. Having an excellent attention to detail Maintain professionalism at all times and use discretion when handling confidential data. Dedicated to professional growth by constantly upgrading skills and participating in training opportunities. Professional demeanor; communicate effectively with all levels of the organization and the public.

Skills

As400; SAP; Microsoft Word/Excel/PowerPoint/Outlook; 45 Wpm/MRI Software/
ICIMS/Taleo/Knowledge Of Yardi Software.

Work Experience

Market Manager

ABC Corporation - March 2014 - May 2016

- Executed retail merchandising & promotional marketing plans and operational functions to company standards.
- Participated in product/service/brand knowledge training provided to on-site promotions and sales teams on behalf of management.
- Executed merchandise presentation directives and standards for each customized retail and/or client acquisition field campaign taking place.
- Assisted customers with any questions they may have in regards to featured client products/services during each marketing & client acquisition promotion.
- Gained knowledge of marketing and branding strategies used by all new clients the company acquired.
- Applied knowledge of the products, services, and brands to develop customized marketing & sales strategies.
- Ensured the highest level of customer service resulting in increased productivity and achieved sales goals.

Market Manager

ABC Corporation - 2013 - 2014

- Responsible for sales, training, and practice development to dentists to increase utilization of BriteSmile procedures.
- Increased monthly territory procedure sales from \$15,167 to \$100,000 while managing the companys largest geographic territory, with 140 accounts in WA, OR, AK, AZ, NV and W. Canada.
- Doubled account base in one year.
- Launched regional co-operative advertising campaign.
- Acted as sole liaison between clients and corporate advertising agency.
- Independently produced new account clinical and practice development training manual and customer marketing survey..

Education

Associate in Business Administration - 2003(Nassau Community College - Garden City, NY)