ROBERT SMITH

Marketing Program Manager/Executive

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A proven record of successful e-commerce marketing, focusing on maximizing sales, profits and the customer experience. Delivers significant value with leadership and results driven, integrated marketing in dynamic, fast-paced environments.

JANUARY 2012 – JUNE 2013

MARKETING PROGRAM MANAGER/EXECUTIVE - ABC CORPORATION

- Grew the Marketplace business 90%YOY with customer-driven marketing and technical optimization.
- Increased contribution margin rate by 500 basis points YOY, 100 basis points over the goal.
- Optimized product data feed to deliver optimal results in third-party marketplaces.
- Worked with merchandising to increase the divisions inventory turn rate with marketplaces.
- Managed partner, vendor, and internal relationships to strategically improve product marketing.
- Designed a multichannel marketing program that used social media to derive new customer insights.
- Created a mobile display marketing program using demographic and geographic targeting.

2008 – 2012

MARKETING PROGRAM MANAGER - ABC CORPORATION

- Authored strategic project plan using MS Project and Visio reflecting scope, schedule, and resources.
- HP selected my plan as a "Best Practice" example to be used by other divisions for cross departmental/cross divisional initiatives.
- Project Results Decreased customer wait time from 10 minutes to < 1 minute.
- Developed and designed equipment-usage application papers to demonstrate solutions to customers.
- Established the position of market research manager.
- Interviewed, hired and supervised research vendors and projects focusing on market size/market share of 7 different product lines..
- This is Dummy Description data, Replace with job description relevant to your current role.

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EDUCATION

Master of Business Administration in Marketing Concentration - 2008(Hood College - Frederick, MD)

SKILLS

Customer Service, Training, Marketing Communications, Project Management, Inventory management, Marketing Strategy, Brand Development, Microsoft Office.