

## Objective

Assertive and results-oriented marketing professional with over 12 years' of product and brand management experience with a track record of product development, launching new products, executing strategy, increasing sales revenue and delivering market share. Outstanding ability to deliver results, on time and on budget with a decidedly favorable result.

## Skills

Salesforce, Microsoft Office.

## Work Experience

### Regional Marketing Specialist

**ABC Corporation** - 2012 – 2022

- Communicated effectively with many different contacts.
- Qualified leads that led to 10 B2B sales in Q1 and Q2, 2014.
- Responsible for all phases of events management, including conceptualization, budgeting, planning, execution and post-event analysis.
- Responsible for all phases of local advertising from vendor sourcing, identifying brand objectives, coordinating creative design and post-flight analysis.
- Responsible for creating weekly, quarterly and annual sales figures reports as well as frequent ad-hoc analysis reports for trade-area specific promotions.
- Presented data findings to senior management during quarterly status meetings in Denver, CO.
- Responsible for assigned market e-marketing activities, including creation of annual marketing calendar, production of email creative via internal design team and coordination with third party e-marketing vendor.

### Regional Marketing Specialist

**Delta Corporation** - 2011 – 2012

- Planned, marketed and executed events, meetings, tradeshow and incentive programs within the auto industry; executing an average of 150 events per .
- Work as a business development resource to financial planners and advisors for AIG variable annuities.
- Primarily responsible for gathering and utilizing marketing intelligence to increase sales for the specified territory & responsible for developing .
- Successfully plan and execute marketing, agency management and profit center strategies in support of Regional Field Management objectives.
- Assist in organization, analysis and generation of agency data to effect efficient management of relationships and opportunities.
- Lead marketing initiatives for region and enterprise and manage the planning of regional activities and events, including vendor management.
- Act as liaison between the regional teams and marketing department, ensuring report data dissemination and distribution.

## Education

