ROBERT SMITH

Jr. Retail Marketing Manager

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SUMMARY

Marketing strategist with strong industry expertise in sales forecasting, developing and executing integrated marketing plans, managing P&L, stock and sales and open-to-buy, conducting business analyses, and account management.

SKILLS

Marketing, Marketing Communications, Strategy, Planning.

WORK EXPERIENCE

Jr. Retail Marketing Manager

ABC Corporation - 2012 – 2013

- Implemented and analyzed promotional marketing initiatives for retail and restaurant divisions of the high-end Tommy Bahama brand.
- Developed annual marketing plans, including budgets and implementation plans, and presented plans at store managers conference.
- Coordinated all aspects of launch parties, grand openings and store anniversary events, leveraging media contacts to maximize value-added components.
- Analyzed results of events and promotions and provided recommendations for following seasons.
- Supervised and mentored two marketing team members, managed sponsorship requests and served as company spokesperson for Northwest TV spots.
- Generated over $150K in sales during a weekend event in Las Vegas by creating a Big Smoke Las Vegas bounceback offer to drive traffic from event to stores.
- Executed highly-successful promotional event at BOA Steakhouse in Las Vegas during the MAGIC tradeshow.

Retail Marketing Manager

Delta Corporation - 2009 – 2012

- Sep 2009 to Dec 2010 managing projects in Responsible for planning and implementing a new retail sales project in six di erent store areas of .
- Branding, and Customer Coordinated on merchandise delivering with the Logistics Management team and Service for the retail, B2B, standardizing the.
- and consumer services Implemented the corporate identity for each participating store and reported progress industry.
- presentations to executives.
- Visual merchandising/plan-o-grams Advertising Special events coordination Cross promotion Art team leadership Store management training and materials.
- Managed all marketing, sales and service support initiatives for retail division of Jacksonville affiliate, including 37 branch offices, 12 Publix in-.

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SCHOLASTICS

- Bachelor of Arts in Mass Communication - (WALLA WALLA UNIVERSITY - Walla Walla, WA)

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