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# **Marketing Manager REsume Sample**

242 Santa Monica Blvd, Los Angeles, CA 90210 |(213) 222-2222 |your@email.com johndoe@gmail.com

### **Professional Profile**

* **Management**: Responsible for having hired and trained 15 sales and marketing specialists, increasing corporate revenue by 20%+
* **Experience**: Over a decade of experience marketing retail, food, and beverage products
* **Strong record**: Launched 14 marketing campaigns to increase brand awareness as well as short and long-term revenue
* **Results**: Responsible for overseeing 12 product launches totaling average revenues of $23.3 million

**Skills**

* Management and leadership training
* Proficient in Adobe Design Suite software
* Familiar with MS and Apple operating systems and programs (MS Office, iOS, Windows, etc.)
* Strong public speaking and presentation skills, possessing stage presence
* Native English, proficient spoken French, and conversational Spanish speaker

### **Relevant Work Experience**

**The Coffee Bean & Tea Leaf**

Marketing Manager | Los Angeles, CA | Jan 2012 – Present

* Increased revenue by 14% by analyzing sales data and promoting products with high rate of repeat purchase and eliminating high-cost, low-yield items
* Saved $100K+ annually by renegotiating promotional materials production costs and rental costs for multiple locations
* Hired and trained 15 marketing specialists, causing sales and corporate growth to increase while maintaining high employee retention rate
* Oversaw 12 separate product launches or re-launches, leading to average yearly revenue of $20+ million

**Guess Clothing**

Marketing Associate | Los Angeles, CA | Aug 2005 – Oct 2012

* Oversaw corporate marketing functions with budget of $1.5 million
* Helped design updated promotional materials, saving $25K over 2-year period
* Worked closely with fashion-designers to develop mannequin and in-store display strategy
* Developed content marketing team, including writers, SEOs, and digital design experts to raise awareness of brand – saw web presence and interaction grow by 64% over 3-year period

**Education**

**University of California, Los Angeles, CA**

masters of science in marketing, expected graduation may 2017

**University of San Diego, San Diego, CA**

bachelor of science in marketing, may 2005

Hello, Job Seeker!

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Or, here’s some other content that might help you finish your resume.

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* [How to Write a Resume](https://resumecompanion.com/how-to-write-a-resume/?utm_source=MSWord_Rez_Samples&utm_medium=Rez_How_To_Link&utm_campaign=MSWord_Download_Push)
* [Resume Samples by Industry](https://resumecompanion.com/resume-examples/?utm_source=MSWord_Rez_Samples&utm_medium=Rez_Samples_Link&utm_campaign=MSWord_Download_Push)

Oh, and by the way, you’re also going to need a cover letter.

* [Cover Letter Builder](https://resumecompanion.com/cover-letter-builder/?utm_source=MSWord_Rez_Samples&utm_medium=CL_Builder_Link&utm_campaign=MSWord_Download_Push)
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* [Cover Letter Examples by Industry](https://resumecompanion.com/cover-letter-examples/?utm_source=MSWord_Rez_Samples&utm_medium=CL_Samples&utm_campaign=MSWord_Download_Push)