# **Marketing Manager REsume (Combination)**

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### **Professional Profile**

* **Management**: Responsible for having hired and trained 15 sales and marketing specialists, increasing corporate revenue by 20%+
* **Experience**: Decade of experience marketing retail and food and beverage products
* **Strong record**: Launched 14 marketing campaigns to increase brand awareness and 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, conversational Spanish

### **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+ mil

**Guess Clothing**

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

* Oversaw corporate marketing functions with budget of $1.5mil
* 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