

CLIENT

New York, NY || (555) 555-5555 || name@email.com || www.linkedin.com/in/name

MARKETING EXECUTIVE & BRAND BUILDER

Marketing strategist, bold decision maker and game changer; history of building and elevating brand value, driving short-term and YOY sales growth across US and global brand portfolios.

Reputation as the “go-to” marketing leader for quickly assessing business situations ... spotting and capitalizing on new product and market opportunities ... developing actionable consumer insights from sound market research ... and developing compelling advertising campaigns and integrated marketing plans leveraging traditional, digital and social media to grow sales and market share. Unique qualifications blend marketing and product management with earlier operations background.

- P&L management of large US and global franchised, licensed and smaller entrepreneurial brand portfolios valued at up to \$4 billion and marketing budgets of up to \$300 million.
- Innovative leadership of US and international agency/creative teams that rejuvenated, expanded or repositioned brands—from mature to entrepreneurial in consumer packaged goods, spirits and quick-serve/retail industries.
- Experienced in all facets of market research from consumer segmentation studies and media mix modeling to price elasticity studies, copy testing, and test market analysis.

EXPERIENCE & SIGNATURE ACHIEVEMENTS

COMPANY - Location

2005 to present

Chief Marketing Officer (2006 to present)
Vice President, Brand Marketing (2005 to 2006)

Introduced marketing to an operations-oriented company and franchisees to grow brand portfolio while maintaining identity and customization for each market. Spearheaded brand development, marketing operations planning, consumer strategy, local/franchise marketing, new product innovation, market research and consumer insights, media planning, advertising, promotions, pricing, and fulfillment of printed in-store materials. Managed agency relations and staff of 40, including field marketing, through 4 direct reports.

- ⇒ Ignited 5.9% sales growth by developing first marketing plan, advertising campaign and media launch across company and franchised markets.
 - Tested, launched and promoted 3 new breakfast offerings that generated 3% of total day sales and 12% of total morning sales.
 - Initiated pricing study and streamlined pricing plan from a complex 42 zones to just 3 tiers focused on a key product representing 42% of sales; implemented new high/low pricing strategy to drive greater frequency.
 - Restructured franchisee co-op model to maximize involvement, contribution and marketing support in shared DMAs with corporate. Raised \$12 million annually.

COMPANY - Location

2002 to 2005

Director, Food and Beverage Marketing

Recruited to accelerate revenue growth and reposition brand from a bakery products to a coffee company. In 9th month, took charge of food marketing in addition to beverage based on success of the coffee strategy. Management scope encompassed strategic marketing plan development, new product development, advertising, promotions, packaging, merchandising, 5 direct reports with a total staff of 22, ad agency relationship, and \$180 million budget.

- ⇒ Drove explosive sales growth by conceiving, creating and launching a new specialty coffee platform—company’s most successful product; launched 15 profitable new ice coffee flavors.
 - Brand hit 2 consecutive years of +6% sales growth vs. 1% in prior years. Sales grew by \$60 million in first year and surged to \$250 million by year 2. Franchisees received equipment investment payback in 9 months.
 - Developed 5-year new coffee product pipeline and new customer experience program. Developed first-in-industry re-sealable coffee lid.

COMPANY - Location

1995 to 2002

Director of Strategic Marketing N.A. Image Brands (1999 to 2002)

Director of Marketing, Cordials Portfolio (1997 to 1999)

Category Manager, Scotch Portfolio (1996 to 1997)

Brand Manager (1995 to 1996)

Recruited to reverse U.S. sales decline for the scotch brand portfolio and cut sales losses by 50%+ within one year, resulting in promotion to Category Manager. Advanced to manage cordials portfolio—company’s largest, most important brand. Subsequently promoted to develop global brand campaign for \$224 million Image Brands portfolio. Managed P&L, market strategy, global advertising creative, promotion, PR, market research, team of 12 managers, and \$35 million budget. Member of strategic acquisition team evaluating new business opportunities.

- ⇒ **Drove shift of Image Brands’ target market from connoisseurs to indulgers.** Launched repositioning/repackaging campaign that reflected consumer attitudes and extended seasonality. Sales jumped by \$22 million.
 - Saved \$1.2 million in trade spend Collaborated on consumer segmentation study, conducted price elasticity study and revised pricing strategy.
 - Mobilized global and U.S. brand teams to work collaboratively toward a common global marketing strategy and brand positioning grounded on solid research.
 - Conceived the first mountain-top coffee shop and built partnership with resorts exclusively promoting brand to 5.5 million visitors; served as centerpiece for brand’s PR and promotions.
- ⇒ **Capitalized on popularity of single malt scotch category, developing and launching 2 new products.** Boosted sales 7% by re-energizing premium brand in key markets with new ad campaign.

COMPANY - Location

1992 to 1995

Product Manager (1993 to 1995)

Assistant Product Manager (1992 to 1993)

Promoted to grow licensed brands and licensing relationships (Dole, Disney) and to develop compelling promotions in strategic partnership with Disney around their movie properties for \$94 million ice cream and frozen novelty business. Managed P&L, strategic planning, advertising, agency management, promotion, PR, pricing, consumer and trade promotion, research, and packaging. Member of promotion committee managing the newly established Disney relationship and leveraging Disney properties across company’s consumer and trade promotions/advertising.

- ⇒ **Boosted revenues by growing key brands and strengthening co-marketing partnerships.**
 - Drove forward fruit ice novelty category from \$28 million to \$40 million in 2 years, adding new products, upgrading packaging and designing a new advertising campaign.
 - Launched limited edition program targeting consumers with seasonal offerings while minimizing retailer fees. Program accounted for 23% of total business in second year.
 - Spearheaded project team on integration of a newly acquired ice cream business, completed on schedule with \$1.2 million in net savings.
 - Captured \$1.2 million in private label business secured from West Coast supermarket chains. Developed a private label ice cream program to address idle capacity plant issue.

Prior: Assistant Product Manager, New Products and Assistant Product Manager (1990 to 1992)

EDUCATION

Master of Business Administration, Marketing and Finance
University - Location

Bachelor of Arts, Operations/Logistics Management
University - Location