FIRST LAST NAME

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MARKETING & BRAND LEADER 🞍 INNOVATIVE PROMOTIONAL CAMPAIGNS & REVENUE GROWTH

Versatile marketing executive who builds brand positioning and advertising for consumer products and services for premier global brands in a broad range of industries. Takes an innovative approach, dives deeply into consumer expectations to create salient marketing strategies and campaigns. An excellent strategic thinker and creative problem-solver who deftly frames complex issues while driving break-through ideas and tangible business results. Takes products and services from ideation to launch by closely collaborating cross-functionally. *MBA degree.*

* Global Strategy | Roadmaps
* Brand Equity products
* New Product Launch
* Product Positioning | Advertising
* Consumer Insights | Innovation
* Analytics | Metrics
* Cross-Functional Collaboration
* Cross-Cultural Communications
* Online | Offline Creative Media
* Change Agent
* Digital Marketing
* Coaching | Mentoring

PROFESSIONAL EXPERIENCE

PAIN RELIEVER HEALTHCARE, *Consumer Care Division*, [NYSE: XXX] City, ST Year to Present

*Pain Reliever Company is the largest over-the-counter consumer goods manufacturer in the world.*

*U.S. Marketing Director, Vitamins Franchise, Year to Present*

Promoted and charged with reversing declining sales trends after 10 years of consistent growth. Led $308M vitamin business (#2 branded Adult Multivitamin) with full P&L responsibility and $50M in media across nine sub-brands. Directed brand team of 10.

* Grew total vitamin +4% in one year by creating high-scoring, new advertising campaigns for key sub-brands.
* Launched new Men’s and Women’s Vitamin products which grew the sub-brand 13%.
* Renewed growth +5% on Vitamin Advantage with new formulas to emphasize antioxidants, applying targeted advertising strategies and enhanced packaging to increase value for mass and club channels.
* Developed new, integrated promotion platforms including digital marketing and extensive advertising including an agreement with Cal Ripken, Jr. for Vitamin’s Major League Baseball sweepstakes.
* Promoted the partnership with *Feeding America,* launching the new “Nutrition Mission” promotion with spokesperson, Sheryl Crow.

*Global Brand Director, \_\_\_\_\_\_\_\_\_\_ New Product Development, Year - Year*

Promoted to lead long-term growth and development of $360M XYZ franchise and Analgesic New Product Pipeline supported by 6 Global Senior Managers and Global Managers. Developed five-year strategy to expand product to a global footprint.

* Delivered global sales growth of 15% to $380M in close collaboration with local markets, making XYZ’s largest analgesic brand. Individual market growth included 19% in the U.S., 16% in Mexico, and a 4% increase in market share in Canada.
* Worked closely with U.S. team to develop new consumer insights and advertising strategy with increased media weight.
* Created new body pain positioning in Mexico that reduced declining trends.
* Took brand awareness to 93% in Canada through Rx to OTC switch.
* Managed commercial development of 24 new analgesics including ABC (first in class, projected $125M in retail sales). Worked closely with R&D to file US New Drug Application (NDA) and regulatory submissions for key global markets.

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ADDITIONAL EXPERIENCE

**Senior Manager, Global Category Development, Women’s Healthcare,** HIJ Drug Company, Worldwide Consumer Medicines, City, ST

**Senior Product Manager, Shampoo Product, Italy Marketing Manager, UK Senior Product Manager**, Shampoo Company, City, ST, UK, and Italy

**U.S. Product Manager, Assistant Product Manager,** Food Spray, City, ST

**U.S. Product Associate, Shampoo/Conditioner,** City, ST

###### EDUCATION

###### MBA, Vanderbilt University Owen Graduate School of Management, Nashville, TN

Concentration, Marketing and Strategy

Recipient, *Owen Prize* for outstanding achievement in International Finance and Economics

Recipient, *Henry Jamison Academic Scholarship*

###### Bachelor of Arts, History, University, City, ST

Junior Year Abroad at the Institute for European Studies, Sorbonne-Paris-IV, Paris, France

**LEADERSHIP DEVELOPMENT**

**Steering Committee Member:** Aspirin Women’s Leadership Initiative, representing the Consumer Care division

**LEAD- Women Unlimited**: Nominated by Company leadership to participate in full-year leadership development program

**COMMUNITY ACTIVITIES**

List

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