**Name**

555-555-5555 [Name@email.com](mailto:Name@email.com)

LinkedIn: linkedin.com/in/name

**Summary of Qualifications**

Accomplished **Marketing Professional** with extensive experience in highly regulated industries including financial services and alcoholic beverage. Financially savvy results-oriented strategic thinker with the ability to develop new products and marketing plans that are customer as well as ROI-focused. Successfully collaborates with agencies, suppliers, distributors and retailers. ***MBA degree.*** Areas of expertise include:

* New Product Development
* Consumer Marketing
* SEO and Social Media
* Forecasting and Budgeting
* Brand Management
* Operational Efficiencies
* Team Management
* Market Research
* Project Management

**Professional Experience**

**HEARTY BEVERAGE CO.,** City, ST **2009-Present**

*Founded in 2009, Hearty Beverage is a wine and spirits company focused on creating and building brands for the largest retail customers including Publix, Kroger, and Wal-Mart.*

***Marketing and Operations Project Manager, 2013-Present***

Promoted and charged with launching Hearty Beverage Imports, a service that manages US regulatory compliance operations, licenses/permits, state and federal label compliance, and importing for Hearty Beverage Co. as well as other alcoholic beverage companies.

* Reduced costs and increased revenues by 10% in year one of service launch.
* Analyzed current brand performance, market conditions and organizational capabilities to identify brand risks and growth opportunities resulting in the discontinuation of one brand and the introduction of a new product in a growing category.
* Managed wholesaler relationships in the three-tier distribution system, which included all product pricing, as well as product availability and retail program deliverability.
* Worked with global suppliers to forecast sales and maintain appropriate inventory levels while preventing stock outs and overstocks.
* Redesigned packaging and created brand extension of the un4seen brand, resulting in a more eye catching package with greater shelf presence; grew brand by four additional varietal SKUs which doubled the size of the brand.

***Associate Brand Manager, 2010-2013***

Built and implemented strategic and tactical national public relations and marketing plans for seven brands. These initiatives included establishing partnerships and promotions with retailers.

* Utilized Nielsen, IRI data, and surveys for new product development and identification of opportunities in underserved or growing categories.
* Developed ten new brands and handled wine sourcing, product naming, brand strategy, creative, and website.
* Managed brand P & L’s and pricing while creating budgets and forecast for future products and promotions.
* Grew revenue from $0 to over $1 million as a result of new brand development.

***Marketing Consultant, 2009-2010***

* Built a proprietary brand development and analysis tool that utilizes behavior-based customer research to analyze trends in the alcoholic beverage industry, resulting in targeted new product development approach that made Hearty Beverage unique among their competitors.
* Evaluated US and global beverage trends, focusing on preferences, grape availability, pricing, and currency fluctuation, resulting in realistic opportunity identification for new products allowing us to launch a successful new brand.

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**HANESBRANDS INC.** Winston-Salem, NC **2008**

*Leading manufacturer and marketer of everyday apparel under some of the world's strongest apparel brands, such as Hanes, Champion and Bali*

***Marketing Intern***

* Conducted customer research and analyzed results and historical data to identify opportunities to meet customer needs during the economic downturn by realigning corporate and consumer product perceptions.
* Reorganized 2010 $14 million shapewear line to eliminate the least profitable and repetitive products and add unique high margin products using pricing statistics, profit margins and competitor analysis.
* Created targeted concept test for Champion sports bras to evaluate consumer response to product attributes, such as modesty petals. Findings provided information for a targeted marketing strategy and new product attributes that would increase brand loyalty.

**BATHGATE CAPITAL PARTNERS LLC** Greenwood Village, CO **2006-2007**

*Boutique full service investment banking firm*

***Accountant, 2006-2007***

* Marketed, tracked, and managed multimillion dollar investment banking deals.
* Administered payroll, commissions, accounts payable and receivable for investment banking firm.
* Met with regulatory auditors to ensure compliance of business practices

**UNIVERSITY OF TEXAS SYSTEM PRESIDENT’S OFFICE, Austin, TX** **2001-2006**

*The University of Texas Office of the President is the governing body of the four campuses of the UT system*

***Associate Director of Special Events, 2005-2006***

* Developed and implemented over 50 annual events hosted by the University of Texas President to promote the university and managed the university’s reputation during a public relations crisis.
* Prepared $500,000 annual department budget and supervised special events employees.

***University President’s Special Events Student Associate, 2001-2005***

* Assisted in tactical planning, and production of university events, and evaluated event outcomes.
* Cultivated relationships with donors, faculty, community leaders and friends of the university.

**Education**

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

Concentration: Brand Management, Strategy and Human Organizational Performance

**BS,** Accounting and Marketing**, University of Texas,** Austin, TX

**Community Activities**

50 for Texas Executive Leadership Class

Junior League of Austin, Fundraising Treasurer

Vanderbilt Alumni Council

The Austin Santa Claus Shop, Corporate Toy Drive Chair