**Name**

555-555-5555 🞍 [name@gmail.com](mailto:name@gmail.com) 🞍 [www.linkedin.com/in/name](http://www.linkedin.com/in/name)

**Preferred Function and Industry:** Senior Marketing Executive of premier consumer brands in consumer products, healthcare, and health IT sectors.

**Competencies:**

|  |  |
| --- | --- |
| **Marketing Strategy & Innovation** | **Leadership** |
| * Branding Strategy * Positioning * Marketing Strategy and Execution * Innovation Pipeline & New Product Development * Consumer Insights and Behavior * New Segment and Geographic Market Expansion * Product Positioning * Advertising and Message Development * Public Relations & Media Management * Digital and Media Strategy | * Organizational Leadership * Cross Functional Collaboration in Matrix Environments * Coaching/Mentoring * Staffing and Capacity Planning * High Performance Teams * Global, Regional and Cross-Division Team Leadership |

|  |  |
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| **Business Planning & Integration** | **Relationship Management** |
| * P&L Management * Budget, Forecasting, Analysis * Turn-around and relaunches * Business Plan Development and Execution * MBO Creation and Attainment | * Stakeholder Alignment & Consensus Building * Partnership Communication * Simplification of complex messages |

**Target Companies, NYC Area:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Healthcare** | **HealthIT** | **Pharma** | **Consumer Products** | **Media & Agencies** | **Other** |
| Mount Sinai  NYP  NYU-Langone  Northwell  Montefiore  VNSNY  Emblem Health  Oscar  Hackensack  Stamford Health  Phelps memorial  Robert Wood Johnson  Hebrew Hospital Home | Google  ZocDoc  Cognizant Tech.  IBM Watson  WebMD  Everyday Health  Startup Health  HealthStreet  Sense Health  GE Healthcare | Merck  Pfizer  GSK  Sanofi  Celgene  Novartis  J&J  Teva  Becton Dickinson  Eisai  Ferring Pharma  Purdue  Enzo  Hisamitsu  Noven  Synergy  Bausch & Lomb  Regeneron  IMS Health | Colgate Oral  Scholastic  Diageo  Estee Lauder  Nestle Waters  Nespresso  Pepsico  Coty  L’Oreal  Panasonic  RAB Holdings  Premier Brands  Phillips Health  Prestige Brands  Samsung | NBCUniversal  Bloomberg  Viacom  HBO  Ideo  Brand Acumen  Nielsen  Hearst | New Jewish Home  American Express  FedCap  UNICEF  UJA  March of Dimes |