**Brand Presence**

1234 Zoko Drive, Pacifica, California 28930 | (430) 555-1212 | brandx@gmail.com | http://www.linkedin.com/brandx

**SUMMARY OF QUALIFICATIONS**

* More than 8 year’s experience of B2B tactical marketing across multiple industries including financial services, software technology, manufacturing and advertising
* Strength in project management, vendor management, interpersonal, communication and presentations skills, as well as budget development
* Accomplished in analytics and return on investment feedback to clients resulting in significant expenditure decrease
* Advanced skills in Microsoft Word, Excel, PowerPoint, Outlook; Prezi and Constant Contact
* Bilingual in English and French; available for travel and relocation

**PROFESSIONAL EXPERIENCE**

**Flash In The Pan Concepts, San Francisco, CA Month Year – present**

*Director of Product Development and Marketing*

* Created multiple staged roll out projects resulting in recruitment of 500 new customers in one fiscal year.
* Increased revenue by $2.4M while decreasing account expenditures by 16%.
* Expanded market share in 450 markets across 32 states resulting in fivefold market share increase.
* Devised packaging, tradeshow materials and user manuals for frontline promotions.
* Collaborated with diverse departments across company to create multi-functional, mainstream product line.

**Caballero Design, Incorporated, Los Angeles, CA Month Year – Month Year**

*Assistant Director of Marketing and Accounts*

* Launched 16 new product lines in during FY 2006 featuring name brand companies.
* Consolidated web portal content into user-friendly and impactful site for use by sales representatives.
* Authored several catalogs and training brochures for generating comprehensive guidelines and streamlined approach with complex product features.
* Generated key marketing analytics and demographics from media kits for use in sales presentations.

**Zany Daze Concepts, Anaheim, CA Month Year – Month Year**

*Creative Director*

* Leveraged cost-effective marketing strategies to negotiate vendor accounts resulting in 22% cost savings for company.
* Served as primary copywriter on advertising campaigns for accounts ranging from $500K to $20M.
* Generated campaign response rates of between 4% and 12%.

**HONORS AND AWARDS**

*Recipient***,** Award of Excellence in Print Media, Simple Simon Media Company, Year

*Recipient,*Outstanding Creativity Award, Southern California Advertising Association, Year

*Mentor of the Year Inductee,* American Marketing Association, Year

**AFFILIATIONS**

**Member,** National Alliance of Digital Media, San Francisco Chapter, Year - present

**Volunteer and Mentor,** California Gold Coast Marketing Association, Year – present

**Member,** American Marketing Association,Year-present

**EDUCATION**

 **The University of Texas at San Antonio Month Year**

Bachelor of Business Administration in Marketing GPA: 3.65