
Field Marketing Manager Resume

Job Objective

Seeking Field Marketing Manager's position in a well established firm to use my education and experience in a way that benefits the company.

Highlights of Qualifications:

- Exceptional experience in developing and implementing marketing programs
 - Remarkable knowledge of retail model
 - Outstanding knowledge of field marketing processes
 - Ability to design efficient marketing programs
 - Ability to achieve all market objectives
 - Ability to resolve all issues
 - Through organization skills
 - Proficient in public speaking
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Professional Experience:

Field Marketing Manager
Iron Mountain, Chicago, IL
October 2008 – Present

- Facilitated marketing programs for stores in assign region.
- Performed tests on new programs to initiate more traffic to store.
- Assisted partners and recommended improvements to programs.
- Designed and implemented sampling program at stores.
- Developed and maintained efficient relationship with franchise partners.
- Prepared reports for all marketing activities and measured results.
- Coordinated with teams and designed efficient programs.
- Managed tools for various changing markets.

Field Marketing Specialist
Bob Evans Inc., Chicago, IL
August 2003 – September 2008

- Assisted in recruitment and training of campus representatives.
- Participated in all career fairs and events.
- Maintained knowledge on competitor activities and prepared strategies.
- Monitored general inquiries from students and provided response.
- Collaborated with forms and generated inquiries.
- Supervised implementation of local promotional programs.

Field Marketing Representative
NetIQ, Chicago, IL
May 1998 – July 2003

- Collaborated with clients for various National Hispanic events.
 - Designed various presentations for clients.
 - Maintained production results for multicultural agencies.
 - Ensured compliance to all deadline and project objectives.
 - Monitored and resolved issues for internal and external clients.
 - Performed regular review for all client presentation.
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Education:

Bachelor's Degree in E-Commerce Management
Centralia College, Centralia, WA

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