
Trade Marketing Manager Resume

Job Objective

To use my personal relation skills and extensive training to acquire a position as Trade Marketing Manager with a reputable company.

Highlights of Qualifications:

- Huge experience in managing sales and marketing of consumer products, analyzing trade data and managing key business
 - Profound knowledge of marketing and retail environment
 - Proficient with Microsoft applications
 - Good understanding of retailing and the different retail channels
 - Remarkable ability to analyze trends and recommend necessary changes
 - Ability to manage multiple tasks and finish it on deadline
 - Ability to identify and define business questions
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Professional Experience:

Trade Marketing Manager

Lifescan Inc., Abilene, TX

October 2008 – Present

- Developed various programs for increasing brand presence in market and facilitated sales.
- Prepared campaigns focusing on various products, highlighting its key features.
- Initiated various marketing initiatives according to sale requirement.
- Managed implementation of marketing strategy.
- Monitored all marketing and sales activities and prepared various promotion activities.
- Analyzed marketing programs and ensured facilitation of consumer awareness of products.
- Determined calendar for trade promotions and developed ways to maximize effectiveness promotions.
- Identified best practice of retail promotions and developed various ideas around it.

Trade Marketing Analyst

Johnson & Johnson, Abilene, TX

August 2003 – September 2008

- Developed various strategies for sales.
- Coordinated with marketing and trade teams and developed various strategies to increase optimization.
- Monitored projects and ensured compliance with global processes.
- Analyzed results of all trade promotion activities conducted.
- Maintained records of sample requests and kept tracks of same.
- Forecasted and maintained all sales related data.

Trade Marketing Specialist

Adzinia Media Group, Abilene, TX

May 1998 – July 2003

- Developed and executed Account Marketing Plan.
 - Determined sales materials according to projects.
 - Gathered information from customers and developed programs accordingly.
 - Monitored all activities related to trade marketing.
 - Prepared and implemented various promotions.
 - Determined price designs and managed project budgets.
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Education:

Bachelor's Degree in Marketing

South Suburban College, South Holland, IL

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