

VP FOR MARKETING RESUME

Summary:

A dynamic and exceptionally creative marketing professional who consistently provides effective marketing results supported by a driven and goal-oriented perspective; highly experienced in the field of marketing and has produced strategic and successful marketing campaigns and programs; motivated and writes exceptionally; a motivational speaker who influences people of all levels; has great charisma and fosters a good working relationship with end-users, partners, co-workers and management; capable of training marketing professionals by using contemporary and non-traditional means.

Professional Experience:

Marketing Director December 2008 – Present
Equinox Cab, Inc. Lewiston, ID

Responsibilities:

- Maintained strategic, tactical and program and product focus.
- Performed competitive analysis and determined market needs to generate effective strategies and programs.
- Analyzed market potential to meet customer demands.
- Maintained and developed strategic partners and handled joint marketing programs.
- Ensured product pricing is competitive, complete, clean and timely.
- Created annual strategic business plans.
- Trained existing marketing staff and new hires, managed and measured effectiveness of the department.
- Ensured optimized and on-track execution of marketing campaigns.
- Created and monitored annual marketing budget and revenues generated from marketing programs.
- Worked closely with advertising head to synergize media schedules, forecast campaigns, executed day-to-day requirements.
- Maintained good relationship with resellers and continuously offered effective channel marketing, merchandising and spiff program to maintain reseller relations.

Marketing Manager February 2006 – December 2008
Equinox Cab, Inc. Lewiston, ID

Responsibilities:

- Conceptualized, designed and improved collaterals as well as other promotional materials.
- Analyzed market information to create effective marketing strategies.
- Developed marketing campaigns to generate more potential customers and prevent churns.
- Participated in events to meet new business partners and maintain existing relationships.
- Organized niche events and exhibits to promote products and increase brand awareness.

Marketing Analyst August 2004 – January 2006
East Pacific Systems, Spokane, WA

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Education:

1999-2001 Masters in Creative Writing
Stanford University, CA
1995-1999 Bachelor of Arts in Communication, Major in Writing
Stanford University, CA

Skills:

- Extensive knowledge in past and current market trends, market and sales methodology
 - Well rounded and highly experienced in the field of advertising, public relations, database management, visual merchandising, events marketing, direct marketing, telemarketing, and team management
 - Events management and coordination
 - Strong sales and marketing training skills
 - Excellent communication, interpersonal and leadership skills
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Affiliations:

The Chartered Institute of Marketing, Member
eMarketing Association, Member

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