**MARKETING MANAGER RESUME**

Robert Demetri

(212) 342-8965

youremail@gmail.com

linkedin.com/in/yourprofile/

**Education**

* M.S. MARKETING

Fordham University, Bronx, NY 20XX – 20XX

* B.S. MARKETING

Concordia University, Ann Arbor, MI 20XX – 20XX

**Relevant Skills**

* Google Suite
* Microsoft Office Suite
* Salesforce
* Microsoft Dynamics
* Google Adwords
* Constant Contact
* Product Development
* Customer Acquisition
* Data Analysis

**Resume Summary**

Marketing manager with 6+ years of experience in home appliances and cosmetics environments. Proven record in managing product launches that increase brand awareness and sales. Personally recruited and trained 30+ marketing and sales specialists, improving overall sales targets by 24%, and directed the launch of 12 new product lines with total annual revenue of $1.3 billion

**Professional Experience**

**March 20XX – Present, Marketing Manager, L’Oreal, New York, NY**

* Developed new promotional campaign by bundling products together, increasing sales revenue by 13% with projected year-on-sales growth of $400K
* Negotiated new contracts with vendors, saving the marketing budget $120K annually
* Recruited and trained 30+ marketing and sales specialists, improving overall sales targets by 24% while maintaining 86% in employee retention despite COVID-19 pandemic
* Directed the launch of 12 new products lines, with total annual revenue of $1.3B
* Referenced 3 times in news articles for exceptional advertising campaigns

**December 20XX – February 20XX, Marketing Associate, Panasonic, Farmington Hills, MI**

* Worked Managed all corporate marketing functions with total budget of $2M, including brand management, product launch, advertising, marketing collateral, and social events
* Led design of new packaging that utilized cheaper and environmentally friendly materials, saving $50K in production costs annually, and earning the Green Award from Panasonic International
* Established new social media team including content developers, SEO specialists, and media technicians, growing company web presence and global brand awareness by 34%
* Expanded home appliance line category, increasing revenue by $2M annually