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| **CHRISTIAN NELSON**  Marketing Manager Resume |

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| **EDUCATION**  ABC University  Sometown, MI **Bachelor of Science in Manufacturing Engineering**   * **Six Sigma Green Belt,** 2011 * **Certified Manager of Quality/Organizational Excellence,**American Society for Quality   **KEY SKILLS** |  | **PROFESSIONAL EXPERIENCE**  **Business Development And Marketing Manager**  2019 – Present McKessonSan Francisco, CA   * Speak on behalf of McKesson at Quarterly Business Reviews. * Manage corporate strategic pipeline of projects associated with Product Development, Product Enhancement, and Business Operations. * Managed scrum team to conduct sprint planning and review meeting Successfully instigated agile methodology and enhanced the development life cycle. * Crafted business plan for new business and increased referrals from existing clients, increasing business 71% in the region. * Worked with agency to identify and launch new content marketing strategy and road map.   **Product Marketing Manager**  2011 – 2019 United Parcel ServiceSan Francisco, CA   * Manage the marketing and business development for hundreds of trade associations, forecast cannibalization of programs and promote member retention. * Analyzed data, developed marketing plans, and conducted UAT and training for interactive sales tools. * Recommended how to position products within the portfolio and brand to maximize their value proposition. * Present and report information to the team, PowerPoint and verbal presentations.   **Business Development Consultant**  2010 – 2011 United Parcel ServiceSan Francisco, CA   * Key Account Executive/Account Manager Drove the volume and revenue development of 150 small to medium sized existing accounts. * Developed successful team with ability to develop and execute business plan for Las Vegas market. * Manage the marketing and business development for hundreds of trade associations, forecast cannibalization of programs and promote member retention. * Increased revenue growth in both local and global markets. * Presented sales demonstrations to potential new clients. |
| * Roadmap * Financial Statements * Business Development * MLS * Company Website * Marketing Collateral * Customer Service * Value Proposition * Product Vision * Sales Tools |  |
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