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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.
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| * Roadmap
* Financial Statements
* Business Development
* MLS
* Company Website
* Marketing Collateral
* Customer Service
* Value Proposition
* Product Vision
* Sales Tools
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