

JOHN ANDREWS

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MARKETING MANAGER

Campaign Development — Product Management — Strategic Planning

Highly knowledgeable, innovative, and progress-driven marketing professional with proven strengths in creating and driving successful campaigns and business development initiatives. Valued ability to lead multidisciplinary teams, manage multi-million dollar project budgets and collaborate effectively with staff on all levels. Continually search for ways to improve processes, increase efficiency, cut costs and expand territories. Identify and capitalize on new growth opportunities through market research and analysis, product expertise and proven business acumen. *Key skills include:*

*Project Management... Brand/Identity Development... Resource Allocation... SEO... Outreach & Public Relations
Multi-channel Marketing... Vendor Relations... Client Satisfaction... Staff Training... Event Planning*

SELECT ACHIEVEMENTS

- ✓ Established name recognition for Company Name, Inc. throughout Eastern U.S. as result of comprehensive outreach and marketing plans, including grassroots, print, website, email, SEO, and merchandising strategies.
- ✓ Planned and executed Maryland's and largest cycling event; propelled participation by 533% between year one and year two and reached event cap of 1.5K riders.
- ✓ Directly contributed \$8M+ in project revenue with 30% net profit margin from 2004 to 2005 as Company Name's Project Manager.
- ✓ Contributed to Company Name's best sales year (\$90M) by effectively managing and maintaining positive and productive relationship with major 3PL partner.

PROFESSIONAL EXPERIENCE

COMPANY NAME - City, ST 2007 to 2011

Owner, Marketing Manager

Built, owned, and operated highly successful athletic events organization company. Employed staff of 6 including Events Director, Office Manager, Bookkeeper, Marketing Coordinator, Volunteer Manager, and Operations Manager; supervised 50+ volunteers. Facilitated total of 25 competitive and non-competitive events with 2.5K participants. Orchestrated all marketing initiatives and managed annual budget of \$50K. Defined metrics to measure plan success and determine best strategy for resource allocation. Sourced and retained sponsors and collaborated with outside graphic designers to produce company collateral, website, email campaigns, logos, and merchandise, ensuring brand and message consistency.

- Increased revenues and cut costs each year, including 50% reduction in expenses in 3rd year and 30% increase in profitability in 4th year of operation.
- Identified vendor in China for cycling musette bags, saving 80% over US manufacturers' costs.
- Built brand and expanded participation in City event; developed and launched successful merchandise marketing plan resulting in complete sell out of cycling jerseys and t-shirts.

COMPANY NAME - City, ST 2005 to 2007

Logistics Manager

Supervised all logistics and freight operations for #1 manufacturer of clothing and accessories with 75 employees; challenged to turn around struggling department. Managed freight budget of \$2M+, directing all purchases and shipments; worked closely with 3PL warehouse partner in administering \$5M+ distribution budget. Provided direct internal and external customer service and support. Co-facilitated creation and

implementation of Lean Manufacturing curriculum and continually identified ways to improve warehouse efficiencies, save costs, and increase accuracy of picking/packing and shipping.

- Resolved departmental issues and restructured processes and procedures to bring stabilization to logistics and freight operations within 6-month time period.
- Achieved 99% accurate global pick rate with both national and international vendors.
- Successfully negotiated lower freight rates, cutting expenses by \$150K in one year.
- Created new shipping carton that saved \$175K in first year of use, lowered customer shipping costs, and promoted company's sustainability efforts by providing recyclable/reusable option.

COMPANY NAME - City, ST

2003 to 2005

Project Manager & Freight/Logistics Manager

Held dual role for provider of gift card packaging solutions and promotional programs with \$30M in annual revenues and 15 employees. Oversaw production schedules and liaised between in-house staff and vendors in Asia to ensure product quality and process efficiency. Created various systems and programs to improve workflow and save project time and expenses. Developed reverse production schedules to coordinate client and vendor timelines and expectations.

- Devised and implemented highly effective freight optimization software which was adopted by Client Name (Company Name's largest customer) for use by vendors worldwide.
- Developed company's first global freight/logistics operations; reduced freight costs by 25% and sourced optimal 3PL firms for ocean and air freight and customs brokerage.
- Achieved 100% customer satisfaction ratings and on-time delivery of reverse production projects averaging 1M units each.

EDUCATION & TECHNICAL SKILLS

BS in Marketing, College Name, City, ST (2003)

AS in Business, College Name, City, ST (2001)

Marketing Plan Pro • Business Plan Pro • Adobe Acrobat

MS Office Suite (Word, Excel, PowerPoint, Outlook, Access)