

ERIN PENNY

(222) 222-2222 • Street Address • City, ST Zip Code • xxxxx@me.com

SALES / MARKETING MANAGER

Revenue Growth | Event Planning | Business Development | Staff Supervision | Market Penetration

Highly accomplished, innovative, and results-driven professional with 15+ years' experience leading sales, marketing, and promotional initiatives. Proven ability in conducting needs analyses to develop ongoing support plans, preparation and monitoring budgets, and creating effective marketing materials.

Exceptional leadership, communication, and creative planning abilities; instrumental in coordinating projects, improving conference attendance, and increasing media coverage. Strong technical background with a talent for optimizing development processes.

- Strategic Planning
- Account Management
- Client Support/Retention
- Data Analysis
- Project Management
- Food Sales
- Public Relations
- Training & Development

CAREER HIGHLIGHTS

- Successfully devised long-term strategic marketing plan for conferences as Associate Marketing Manager, generating \$5M in total revenue.
- Enhanced conferences' media coverage in trade publications by 85% and mainstream media by 100% at Company Name.
- Produced approximately \$100K in new revenue within 2 years and identified new service for membership at Company Name.

PROFESSIONAL EXPERIENCE

Company Name, City, ST 2007–Present
Associate Marketing Manager

Serve as Associate Marketing Manager for large organization, specializing in producing publications, organizing conferences, fostering educational programs, and supporting technical committees. Key player in designing and implementing effective marketing plans for 7 major conferences. Assemble budgets in coordination with meeting planners and develop print, e-mail, and online materials with graphic designers. Prepare schedules, estimate costs, and work with conference committee to plan PR activities. Oversee creation and maintenance of conferences' websites and social media programs. Collaborate with volunteers to establish marketing/branding policies and provide onsite support.

- Reduced production expenses by 15% through implementation of cost-effective plans.
- Promoted technical conferences to print and online media, improving registration by 14%.
- Altered scheduled marketing activities for conference held in Japan shortly after earthquake, improving attendance by 12.5% over previous year.
- Established online competition to increase student participation in conferences and social media outlets.
- Created, produced, and distributed daily conference newsletter for 2 major international 5-day conferences.

Company Name, City, ST 2003–2007
Operations Manager

Planned, managed, and provided leadership for office operations within small company. Developed and directed employee benefits functions encompassing healthcare, dental, vacation, and 401K. Oversaw production and distribution of fabric. Planned owner's schedule and supervised 4 employees, evaluating performance.

- Monitored database design, reducing margin of error by 20%.
- Decreased office expenses 25% by identifying and using new supply vendors.
- Executed travel procedures, cutting costs by 14%.

Company Name, City, ST

1995–2003

Membership Manager (1999–2003)**Membership Services Project Manager (1997–1999)****Membership Administrator (1996–1997)****Publications and International Relations Assistant (1995–1996)**

Promoted through series of positions with increasing responsibilities based on high levels of performance and proven abilities in leadership, strategic planning, and revenue growth. Held roles as creative marketing expert, promoting member relations and association's services worldwide. Oversaw membership department, monitoring \$3M annual budget, supervising professional and administrative staff members, establishing goals, training employees, and evaluating individual performance.

Created marketing brochures, direct/email campaigns, and website content and identified potential new members. Promoted educational programs in China, France, Germany, Japan, United Kingdom, and United States; built strong relationships with government officials and regional trademark associations. Streamlined committee selection process, recruited 1.2K volunteers for service, and selected/designed new database.

- Maintained 90% membership retention rate, increased annual growth by 50%, and designed strategic marketing plan.
- Converted 65% of meeting attendees to members through development of low-cost recruiting campaign.
- Successfully retained 87% of new members and extended orientation program to include mentoring, worldwide meetings, and quarterly newsletters. Produced Welcome Video that won prestigious Video Award.
- Consistently produced and distributed membership directory under budget and on time.
- Improved online services, reducing amount of time answering employees' questions and significantly decreasing printing/mailing expenses.

Additional experience as Marketing and Training Coordinator for Company Name

EDUCATION

B.A. in International Business and Marketing College Name, City, ST

Relevant Courses: Social Media Marketing Boot Camp, Email/Online Marketing, Social Media, Print Advertising

TECHNICAL SKILLS

Microsoft Office Word, Excel, PowerPoint, and Outlook; AmiPro, CGI Database, Member/Meeting Track Database, HTML, Adobe, Macromail, Xert, Cushy, Cvent, ePrise

PROFESSIONAL ORGANIZATION

American Marketing Association