

FUNCTIONAL RESUME SAMPLE

NEW YORK, NY • 123.456.7890 • EMAIL@EMAIL.COM

MARKETING MANAGER

MARKETING ANALYTICS • CAMPAIGN DESIGN & MANAGEMENT • DIGITAL MARKETING • CLIENT OUTREACH

~ Offering comprehensive background in leading marketing operations across diverse marketing and industries ~

Marketing Leader with verifiable achievements in managing end-to-end marketing strategies and communications efforts, as well as developing partnerships with clients and stakeholders to support corporate goals. Highly skilled in analyzing marketing data to identify risk exposures and establishing action plans for maximizing campaign effectiveness. Key contributor to strategic business planning with experience leading, managing and developing traditional and digital marketing campaigns. Expertise in establishing consistent brand messaging to communicate corporate vision to internal/external stakeholders and various consumer markets. Advanced leadership, coaching and mentoring strengths.

Core Competencies:

Marketing & Communications Management • Strategic Planning • Brand Messaging & Vision • Executive Communications
Relationship Development & Management • Team Leadership & Development • Promotional Campaign Management
Digital Marketing Management • Data-Driven Marketing Strategies • Budget Management • Stakeholder Engagement
Contract Negotiations • Data Collection & Analysis • Process Improvement • Creative Direction • Client Development

PROFESSIONAL EXPERIENCE

Marketing Program Management

- Promoted to provide strategic leadership of the Program Marketing division, building and managing a team of 4 charged with the design and execution of marketing campaigns for residential and commercial customers.
- Held direct accountability for managing all marketing operations, including developing campaign strategies, monitoring analytics, establishing goals and revising marketing program to meet consumer demands.
- Partnered with executive and cross-functional teams to define and manage programs, processes and strategies for meeting corporate objectives. Managed \$4M marketing budget.
- Orchestrated the restructuring of marketing campaigns to maximize resources and improve messaging; consolidated 17 different campaigns into 3, SRP Delivers Values, SRP Cares and SRP Creates Opportunities. Realized cost savings while achieving a greater impact across both residential and commercial markets.
- Spearheaded the launch of all 3 marketing campaigns supporting multiple product lines; enhanced the brand image and communicated the message across various platforms to drive energy-efficiency, customer satisfaction and conservation efforts across the region.
- Orchestrated a large-scale effort in conjunction with Business Intelligence (BI) and Digital teams to create a centralized dashboard in SharePoint for monitoring key performance indicators (KPIs) for each campaign. Collected data from various data sources and assessed key analytics related to campaigns, revising as needed to maximize effectiveness.
- Built partnership with Mesa Community College to create a campaign with their design students, which consisted of the students designing clothing from energy-saving material; efforts helped communicate the importance of energy and conservation in a unique and innovative way.

Marketing Analysis

- Oversaw the development and execution of strategic marketing plans to support 9 SRP programs. Provided leadership and direction for a cross-functional team through the design and management of marketing and communication efforts that aligned with program and corporate goals.

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- Created innovative and engaging digital content and educational materials to communicate the importance of energy efficiency; utilized content to educate customers on energy-saving opportunities/resources.
- Led the launch of 4 separate customer programs in 18-months, overseeing all aspects, including developing the marketing plans and programs from scratch, creating informative messaging and ensuring brand consistency.
- Managed Residential EE Program portfolio, ensuring the attainment of energy-saving goals within set budget; reported on program KPIs to identify issues and deployed campaign improvements as needed.
- Managed team through the development and management of Refrigerator Recycling Campaign, as well as many other behavior-change programs, which resulted in 23% program participation improvement and \$380K in earned media generation.

Advertising Management

- Oversaw the management of lead generation activities, including call center operations, fulfillment services, data analysis and reporting.
- Conducted monthly onsite visits to the call center to provide coaching and support for a team of 10 call center employees.
- Managed and allocated an \$8M advertising budget; introduced cost control initiatives to maximize budget.
- Produced AOT publications, including the Official State Visitor's Guide.
- Developed and executed business growth initiatives, securing 3 new contracts.

PROFESSIONAL HISTORY

ABC COMPANY, New York, NY Marketing Program Manager	2012 – Present
THE ABC GROUP REPUBLIC, New York, NY Market Research Manager	2007 – 2012
ABC PROJECT, New York, NY Advertising Manager	2002 – 2007

EDUCATION

UNIVERSITY OF COLLEGE
Master of Business Administration

COLLEGE STATE UNIVERSITY
Bachelor of Science, Business Administration – Marketing