

MICHAEL EXAMPLE

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Results-driven and highly qualified Marketing Professional with a proven track-record of generating new business through strategic negotiation while cultivating new relationships with key decision makers. Adept at developing and supervising marketing strategies, managing accounts, analyzing market conditions, and ultimately generating high levels of revenue. Currently seeking a management position in Marketing which will effectively utilize all acquired skills and abilities, bringing 8+ years of related experience as follows:

KEY STRENGTHS

- Marketing/Sales Strategy
- Client/Vendor Relations
- Team Building/Leadership
- Project Management
- Account Management
- Market Research/Analysis
- Client/Employee Training
- Budget Management
- Business/Revenue Growth
- Advertising Campaigns
- Relationship Building
- Online Marketing

CORE COMPETENCIES

Marketing

- ✓ Generating business growth through client acquisition, increasing sales volume, and by driving sales through effective prospecting techniques.
- ✓ Cultivating and nurturing relationships with clients to provide product and service information, including features, advantages, and profitability, as well as to ensure repeat business.
- ✓ Selling interactive marketing solutions to further develop the awareness and presence of client companies.
- ✓ Assessing the client's needs and local market to develop effective traditional/online advertising plans.
- ✓ Creating materials to showcase company capabilities and provide new leads to increase business.

Management

- ✓ Supervising marketing strategies for accounts with combined monthly billings in excess of \$1M.
- ✓ Directing and supervising the execution of global marketing events and quarterly/annual meetings.
- ✓ Leading teams in partnering with top marketing vendors to bring services to clients.
- ✓ Developing and implementing training courses to further educate clients.
- ✓ Liaising between clients and internal teams to communicate client expectations/guidelines.
- ✓ Managing vendor relations, budgets, production timelines, and projects from inception to completion.

PROFESSIONAL PROFILE

Prime Interactive, Raleigh, NC

Mar. 2009 – Jul. 2009

Account Executive

- Led a sales team in prospecting for new clients and conducting interactive marketing needs analysis to further develop a client's online marketing presence.
- Reviewed needs analysis with prospects that featured Organic and paid search results, Social Media Marketing, Email Marketing and Display advertising.

The King Partnership, Raleigh, NC

Jan. 2008 – Feb. 2009

Account Manager

- Planned and created marketing solutions for Automotive retail clients.
- Successfully led the agency in diversifying from its traditional advertising channels to include Social Media Marketing and Mobile Text Marketing strategies that increased Marketing ROI for our clients and generated additional revenue sources for the company.
- Managed a group of associates to ensure that all project deliverables were achieved.

Carlson Marketing Worldwide, Troy, MI

Feb. 2001 – Mar. 2007

Senior Project Manager – Ford Motor Company Account

- Coordinated the development of multiple Event, Web based training and print projects for Ford Motor Company Marketing initiatives.
- Collaborated with both internal and external clients to ensure project specifications, deadlines, and budget guidelines were met or exceeded.