

Sample Resume
(Experienced Professional)

EXPERIENCED PROFESSIONAL

Address
Address

PH:
Email:
LinkedIn:

MARKETING LEADER

Strategy Development • Brand Equity & Visibility • Program Execution

CORE COMPETENCIES

- | | | |
|------------------------|----------------------------|----------------------------|
| • Marketing Research | • PR and Crisis Management | • Interactive/Web Design |
| • Advertising Creative | • Merchandising & Events | • Motorsports |
| • Media Planning | • CRM/Owner Loyalty | • Sales/Incentive Planning |

PROFESSIONAL EXPERIENCE

AUTOBASE INTERNATIONAL – Cincinnati, OH

2000-Present

Director, International CRM, Merchandising and Interactive (2002-Present)

Spearhead the development and implementation of innovative marketing strategies to drive profitability at the international market and dealer level. Identify brand-building opportunities and lead teams through all phases of large-scale projects. Full financial management for CRM budget (\$18 mil).

Key Achievements:

- Cross functional lead responsibility for the successful international launch of the all new X Car and Speedwagon which resulted in increased volume and profitability.
- Team lead for “Mean Machine” - an interior brand identification, consumer merchandising and furniture program for 900 dealers throughout Europe; strategy development, consensus-building, and overseas communications. Design, implement and manage a global internet-based order and fulfillment process.
- Project responsibility for a four-day, high-visibility owner program designed to build loyalty and repeat sales. Participants were given the opportunity to drive new SUV vehicles off-road (and participate in other adrenalin-rising activities). Increased participation by 30% over previous year.
- Maintained editorial responsibility and agency direction for international Chrysler/Jeep owner magazine with circulation of 300,000+ in 13 countries (six languages).

Director, International Public Relations & Motor Shows (2000-2002)

Responsible for all international PR and Communications. Developed planning and launch processes, strategy development, operational planning, design of special displays and on site responsibility for all major international motor shows including support agencies.

Key Achievements:

- Successfully executed major new product PR launch events at the Frankfurt, Tokyo, and Brussels motor shows including press kit development, on site media relations and executive interviews.
- Developed a strong team that effectively improved the public image of the Corporation and products in international markets.

REGIS CORPORATION – Cincinnati, OH

1990-2000

Manager, International Marketing (1998-2000)

Directed the planning, development, and deployment of major marketing initiatives for Latin America. Managed all marketing programs and dealer incentives. Supervised international agency teams to ensure accuracy and efficiency in marketing operations and support functions.

Key Achievements:

- Directed the marketing launch of the all brands outside of NAFTA and Europe. Team lead for marketing and PR with support agencies. Cross functional responsibility with sales relative to the selection of distributors and the placement of dealer facilities.
- Proactively created and implemented regional marketing campaigns which resulted in sales that exceeded forecast.
- Standardized market research studies and established unified image and messaging for auto shows and training programs throughout the region.

Senior Manager, International Advertising & Marketing Strategy (1994-1998)

Responsible for the development and execution of all marketing/communication strategies and creative support materials for the AMESA Region (including agency planning and direction).

- Responsible for new car launch teams and field coordination. Budget responsibility for all marketing and incentives.

Manager, International Marketing (1990-1994)

Developed and implemented all international marketing activities including strategy development, promotional events and international auto shows (strategy, design, concept cars and budgets). Also responsible for all international training programs and field coordination in Europe.

EDUCATION

University of Cincinnati, Lindner College of Business, Cincinnati, OH
MS, Marketing

June, 2013

Roger Williams University – Bristol, RI
BA, Marketing

June, 1990