

# REGAL RESUMES

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## MARKETING MANAGER

Fifteen years of experience within a wide range of cosmetic/packaged goods companies. Served as a senior marketing manager, providing foresight and direction in planning, generating, and executing successful product promotion plans. Career highlights include:

### Marketing & Promotion:

- ❖ Raised more than \$5 million for company venture to transform Company's first innovative aging product into a premium segment of mass skincare.
- ❖ Exceeded first year sales by 25% and accounted for 18% of brand sales and contributed to success of Company and their status as a leader in the cosmetic industry.
- ❖ Branded eight new products with reformulation, repackaging, and repositioning of 20+ SKUs, ensuring profitability by monitoring financials.
- ❖ Increased product share by 65%, by optimizing marketing plans and executing a complete brand repositioning and segmentation strategy.

### Research & Development:

- ❖ Researched interface for development of unique graphic advertising and increased brand recognition as creation was utilized at POS.
- ❖ Assigned to present new products, research, and brand annual plans to senior buyers and account management.
- ❖ Directed transition of brand merger and established internal structures within Research and Development departments to enable successful management of the product integration.

### Leadership & Business Development:

- ❖ Acquired more than 30 national business customers and more than 150,000 consumers, by leading a team of nine full-time employees in an implementation of a successful marketing campaign.
- ❖ Helped determine Company's corporate strategic business direction and oversaw the recruitment of 12 full-time and part-time staff.
- ❖ Led all public relations efforts, resulting in National coverage on NBC Today Show, USA Today, Good Morning America and others.
- ❖ Improved brand sales and maintained space despite deep budget and brand support cuts, utilized couponing, on-packs, brand crossover promotions, etc.

## PROFESSIONAL EXPERIENCE

<b>Senior Marketing Manager</b> , Company Name, Location	[year-2010]
<b>Marketing Manager</b> , Company Name, Location	[year-year]
<b>Product Manager</b> , Company Name, Location	[year-year]
<b>Assistant Marketing Coordinator</b> , Company Name, Location	[year-year]

## EDUCATION

**Master, Business Administration** – College Name, Location  
**Bachelor, Business Administration** – College Name, Location

❖ Available for Relocation ❖

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