

MARKETING RESUME - EXPERIENCED

1 Zebra Lane ♦ Wondertown ♦ NY ♦ 11777 ♦ (631) 333-3437 ♦ Email: email@hotmail.com

SUMMARY

Dynamic Marketing Professional with a diversified yet focused background. A team player with 5+ years of marketing experience covering brand management; media buying; media and statistical analysis; and brand budget creation, analysis and management. A strong work ethic, leadership abilities and computer expertise has expanded my ability to multitask with ease and efficiency on many levels and take projects from concept to completion. Excellent written/verbal communication skills, creative thinker, detail and task oriented.

EXPERIENCE

NBTY Inc. Ronkonkoma, NY

10/04 - Present

Assistant Brand Manager

- Develop marketing plans for two vitamin lines distributed in the mass market and develop/execute media campaigns
- Brainstorm and design new product packaging and manage promotional materials
- Formulate and manage marketing budgets for over 12 product lines and analyze expenditures
- Research opportunities for new product development and prepare new product launch sales materials

Natural Organics Inc. Melville, NY

5/02-9/04

Worked in marketing for two separate divisions concurrently; skillfully orchestrating, developing and reviewing numerous integrated marketing programs that simultaneously drove sales and built brand awareness.

Nature's Plus: Media Buyer and Marketing Associate

- Negotiated and strategically placed over \$2.5 million of print advertising campaigns yearly in over 15 publications; arranged over 45 PR placements annually in numerous media outlets in the US and UK
- Managed promotional materials and developed/executed new media campaigns in both the US and UK that helped generate over 25,000 direct responses a month and contributed to a 70% annual increase from 2003 to 2004
- Database management: Analyzed market trends, calculated ratios and response rates from thousands of consumer responses to ad campaigns and coupons
- Formulated and managed monthly marketing budgets for over 20 product lines to measure profitability and effectiveness of marketing strategies

Energy Times Magazine: Marketing Associate

- Wrote mass-marketing column for *Healthy Profits*, a national newsletter distributed to over 6,000 retailers monthly
- Conducted marketing research and developed reports for comparative analysis of industry related magazines
- Brainstormed innovative, creative concepts: Developed monthly batch faxes, promotional flyers and value added programs for *Energy Times* magazine, which generated hundreds of new account leads and over \$250,000 in sales
- Designed and presented power point presentations and pitch books for sales meetings and trainings

DECOR Moulding & Supply Hauppauge, NY

7/01-5/02

Marketing Assistant

- Project Manager for website restructuring project
- Developed new marketing strategies, created innovative campaigns to launch new product lines, and managed monthly promotions
- Designed product brochures, banners, signs, mailing inserts and magazine ads
- Trade Show Manager

Nutritional Therapeutics, Inc. Hauppauge, NY

9/95-2/99

Marketing Assistant

- Researched, developed and implemented marketing ideas for product promotions
- Executive sales experience
- Trade show coordinator
- Designed power point presentations for meetings and conferences

EDUCATION

Frank G. Zarb School of Business, Hofstra University, NY

MBA in Marketing

5/04

Cum. GPA 3.8 / Attend the MBA program while working fulltime

State University of New York at Stonybrook, NY

BS Business Management; Studio Art, Minor

5/00

University of Newcastle, Australia *Study Abroad*

Cum. GPA 3.3 / *Areas of concentration: marketing, advertising, management, communications, and multimedia*

COMPUTER SKILLS

- Windows XP, Mac, Microsoft Word, Excel, Powerpoint, Access, Adobe Acrobat, Adobe Photoshop, Adobe Illustrator, Quark Express, Cognos, SAP

INTERESTS

Photography, sculpture, running, backpacking, scuba diving, snowboarding, racket ball