

SAMPLE CLIENT (Director Level)

Address Line 1
Address Line 2

Email: sampleclient@gmail.com
Home: xxx-xxx-xxxx | Cell: xxx-xxx-xxxx

MARKETING & COMMUNICATIONS MANAGER

Award-winning marketing professional with over 12 years of increasing responsibilities managing across multiple departments within highly matrixed organizations. Proven record of creating and executing innovative, cost-effective marketing initiatives that achieve measurable ROI. Exceptionally skilled at high-level strategic planning combined with hands-on tactical implementation. Experienced leader capable of building collaborative team environments as well as developing and facilitating professional development training.

AREAS OF EXCELLENCE

- Branding
- Data Analysis
- Email Marketing
- Employee Training
- Event & Meeting Planning
- Fiscal Accountability
- Internal & External Communications
- Marketing Collateral Creation
- Presentations
- Project Management
- Speech Writing
- Strategic Planning
- Vendor Management
- Video (Vlog) & Script Writing

PROFESSIONAL EXPERIENCE

COMPANY NAME REDACTED (Atlanta, GA)

Aug. 2005 to Present

Senior Manager / Chief of Staff, Office of the Regional Managing Partner

(October 2009 to Present)

Managed workflow for cross-functional team of 7 mid- and senior-level reports; acted as representative for RMP to help prevent interruptions and delays. Oversaw communications to 10,000 employees, including Partners, Principals, and Directors. Responsible for developing internal and external marketing materials, including speeches, emails, reports, presentations, video, Yammer, etc. Managed all aspects of regional meetings and events.

- Successfully planned and executed annual conference from concept to production attracting more than 500 senior leaders.
- Developed reporting process to identify missed opportunities for upsell and cross-sell within existing clientele; provided senior leaders with previously untapped insight, allowing for more effective allocation of resources and helping the region exceed target revenues year after year.
- Earned exceptional annual reviews and recognition as a top performer for consistently exceeding expectations.
- Obtained certification for facilitating professional development courses within the organization; conceived and implemented monthly educational call series for C-level executives drawing more than 200 attendees per month.
- Launched popular internal vlog series to promote a sense of community within the region; due to its success, the concept was implemented in 4 additional regions.

Marketing Manager / Project Manager, Office of the Regional Managing Partner

(June 2007 to October 2009)

Created and delivered quality marketing and communication materials. Established record for consistently meeting aggressive deadlines in high-pressure environments while maintaining composure and exhibiting quick decision-making capabilities.

- Demonstrated discretion and high-level strategic thinking through participation in task force to analyze implications of highly confidential proposal to consolidate regions, resulting in significant organizational restructure.
- Joined national team to create and launch database and reporting system designed to capture and distribute client services assessments providing leaders with greater transparency and ability to proactively develop relationships; trained counterparts nationally to manage, process and track the data.
- Oversaw team of 20 in planning and executing all aspects of 3-day partner retreat with 700 attendees; came in 200K under budget.
- Earned 2 Outstanding Performance Awards in recognition of contributions.

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Marketing Associate / Lead Client Marketer, Southeast Public Sector and Real Estate Industries

(Sept 2006 to June 2007)

Increased market presence and exposure through brand-awareness initiatives including public relations, events, seminars, networking and sponsorships. Worked with inter-departmental teams to develop strategic client service plans and identify marketing opportunities to achieve targeted revenue.

- Created and executed marketing plans for state and local public sector accounts, focusing on relationship building activities and events for targeted key decision-makers, resulting in over \$100M in revenue.
- Developed new employee on-boarding and mentorship program in an effort to reduce turnover during high growth expansion; department more than tripled in size and achieved 100% retention over a 3-year period.
- Authored and developed creative-spin formatting concept for 3 technical white papers used in national promotions.

Marketing Specialist, Southeast Financial Advisory Services and Public Sector Industry

(April 2005 to Sept 2006)

Managed marketing collateral and provided overall support for department. Oversaw logistics for conferences, tradeshows, community involvement activities and other promotional events.

- Reduced duplicate purchases and increased utilization of conference and tradeshow materials by implementing centralized management and storage system.
- Coordinated with vendor to design a custom adjustable tradeshow booth resulting in increased usage and reduced expense.

COMPANY NAME REDACTED (Atlanta, GA)

April 2001 to April 2005

Project Coordinator, Marketing & Leasing

Provided sales, marketing and publicity assistance to brokers and prospective tenants for commercial office space. Managed development and production of marketing collateral including brochures, sales sheets, websites, and targeted direct mail and email campaigns.

- Helped increase tenancy by 40% over 2 years in challenging market by identifying prospects, designing presentation materials, responding to RFPs, and securing free media exposure in news outlets and publications.
- Enhanced property value and competitiveness by identifying and successfully executing leases for 3 new food court tenants in 2 years.
- Oversaw company involvement in Cow Parade 2002; received top recognition, resulting in expansive news coverage and a branded limited-edition collectible model of the submission.

OTHER EXPERIENCE

U.S. HOUSE OF REPRESENTATIVES

January 1999 to May 1999

Press Intern

- Selected based on academic performance; conducted research to support legislation related to Y2K and global climate change, and assisted Press Secretary in writing and distributing press releases to national media.

MARQUETTE UNIVERSITY UNDERGRADUATE ADMISSIONS

September 1997 to December 2000

Student Visit Coordinator & Tour Guide

- Assisted in the supervision of 50+ student workers and campus tour guides; trusted to handle confidential information in the processing of undergraduate admission applications.

EDUCATION & AFFILIATIONS

Bachelors Degree in Public Relations & Political Science

Marquette University, Milwaukee, WI

Dean's List, Mock Trial, Les Aspin Center for Government, various community service activities.

Pace Cettters Atlanta, Multiple board positions held from 2004 to 2011

American Marketing Association, Atlanta Chapter 2006 to 2009

GA Real Estate Salesperson License and Certified Commercial Real Estate Professional, 2003 to 2009