

YOUR FORMAL NAME

INSERT YOUR PROFESSIONAL PHOTO >>



JOB SEARCH MARKETING PLAN

Mobile:

Email:

LinkedIn:

QUALIFICATIONS PROFILE

Results-oriented marketing leader with 18 year's experience executing B-B and B-C marketing strategies that drive bottom line revenue. Internationally savvy marketer skilled at supporting sales in revenue generation, developing go-to-market strategies, building brand equity, and securing media coverage.

AREAS OF EXPERTISE

Marketing Plans • Go-To-Market Strategies • SWOT Analysis • Brand Building • Product Launch • Joint / Channel Marketing • On/Offline Marketing • Trade Shows • Presentations • Collateral Development • Website Design • Public Relations Plans • Editor / Analyst Relations • Message Platforms • PR Writing • Press Events • Press Briefings • Press Tours • Speakerships

PROFESSIONAL OBJECTIVE

FT Position: Dr. of Marketing, Dr. of PR, Dr. of Communications	Consulting: Hourly, Per Project, Monthly Retainer	Target Industries: Wireless, High-Tech, Software, Biotech, Banking, -Commerce	Preferred Locations: San Diego, Irvine/OC, San Francisco, W. US. Europe (UK).
---	--	--	---

ACCOMPLISHMENTS

Revenue Generation

- Supported Sales Teams in acquiring 17 new customers and maintaining 52 clients worldwide. Sales increased by 30% and margins grew by 20%

Product Marketing

- Collaborated with Fortune 500 companies worldwide on go-to-market strategies for 33 product launches. Directed joint marketing, branding, events, promotions, packaging, advertising & literature

Brand Building - Public Relations

- Implemented integrated marketing campaigns to build product and corporate brand for two high-tech public companies. One grew by \$53M in annual revenue over 2 years

EMPLOYMENT AND EDUCATION

ABC Company
DEF, Inc.
XYZ Group
USA Corporation

Sr. Dr. of Marketing
Director of Marketing
Director of Marketing
Marketing Officer

USA State University – MBA – Bus. Mgmt.
University of State – BS – Marketing
School of Executives – Certificate
Additional Training

TARGET COMPANIES

WIRELESS: Qualcomm • Nokia • Nextwave • LG • Leap Wireless • Broadcom • ZTE • Huawei • Kyocera • Skyworks Solutions • Networks in Motion • Via Technologies • Boost Mobile • Smith Micro • Sage Software

HIGH-TECH / SOFTWARE / OTHER: Gateway • Microsoft • Intel • Linksys • Sony • HP • Intuit • Experian • Irdeto • Claritas • Certona • Intercasting • LPL Financial • Union Bank • Mission Federal CU

BIOTECH / PHARMA: Accelrys • Amylin • Invitrogen • AMN • Illumina • NuVasive