

MINT TO BE CAREER RESUME SAMPLE 2

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MARKETING MANAGER

PROJECT MANAGEMENT | BRAND STRATEGY | GRAPHIC DESIGN

Innovative leader with 10+ years of experience collaborating with diverse teams spearheading marketing projects from concept to completion. **Versatile communicator** with capacity to mobilize key stakeholders and cultivate relationships leading to new business channels. **Futurist** with unique ability to synergize market research, company vision, and team imagination into campaigns that strengthen brand identity.

KEY SKILLS

Data-Driven Marketing | Social Media | Planograms | Brand Identity | Visual Communication

Adobe Creative Cloud | Microsoft Office 365 | Inbound Marketing | Creative Operations

EXPERIENCE

XXXX (U.S.A.), Inc. - Detroit, MI

November 2008 - Present

Manufacturer of spark plugs and oxygen sensors for automotive OEMs. XXXX USA is the Regional Headquarters for the Global business headquartered in Tokyo, Japan, with over 800 employees over four USA locations with aftermarket business exceeding \$220M.

Marketing Manager, Creative Services (May 2018 – Present)

- Direct the development and communication of brand marketing strategy for the NGK corporate identity and the aftermarket including trade shows, print ads, packaging, videos, social media and animated graphics.
- Contribute to the image revitalization of the brand including emotion-based marketing in order to shift focus on customer satisfaction and hospitality generating new sustainable partnerships.
- Manage and supervise two-person in-house creative team and agency partners ensuring on-time project completion in-line with brand strategy and messaging.
- Define and develop brand vision for the U.S.A. and Pan-American NGK subsidiaries while ensuring brand identity is protected in order to enhance image visibility.
- Orchestrate all graphic design and catalog creation for display at trade shows throughout the United States and Mexico leading to new account creation and gross profit increases.
- Collaborate with Gelia Worldwide and EVO Exhibits to reinvent trade show booth designs utilizing interactive videos and images for tablets.
- Oversee the development of the three-year business plan for the brand team.
- Develop and implement project-tracking system in order to remain aligned with strategic plans.

Key Accomplishments

- Created strategy for point of purchase materials and retail planograms leading to a \$1.3M increase in new non-automotive channel business, and a 25% expansion on existing accounts.
- Initiated a marketing and training promotional plan which resulted in an increase of revenue by 30%, and sales of spark plugs by 29%, year over year for an established client.
- Developed a branded video strategy plan leading to \$100k savings to the organization.
- Led marketing efforts to secure a new home improvement/agriculture business earning \$85K in gross profit after sales.

Assistant Manager, Brand Marketing (April 2016 - May 2018)

- Implemented the creative direction and brand management for all visual communication for B2B and B2C marketing strategy.
- Collaborated with sales, product, sponsorship and outside vendors/agencies/freelancers in order to synergize innovation of new outreach.
- Led efforts in risk management offering foresight into roadblocks and create solutions to avoid derailment of timelines and deliverables.
- Provided supervision and delegated roles for team Graphic Coordinators.

Key Accomplishments

- Received the Impact Award which is awarded to members of the Aftermarket who drive collaboration efforts cross- functionally to drive the business forward.

Graphic & Web Marketing Specialist (January 2012 - April 2016)

- Planned and created visual solutions based on the needs of the project including print, digital, events, and social media marketing while preserving the corporate and aftermarket identities.
- Served as lead designer for the retail business program.
- Managed the Ecommerce platform for all consumers.
- Led the tradeshow/event engagement strategy via an interactive game and corporate wellness.

Key Accomplishments

- Oversaw the marketing efforts leading to a 40% increase in sales.

Marketing & Graphic Coordinator (November 2008 - January 2012)

- Designed all printed materials for national sales and corporate events using Adobe Creative Suite.
- Aided Marketing Supervisor with national customer marketing/sales promotions with campaign design and fulfillment.
- Initiated a wellness team that delivered health awareness to employees to increase knowledge and aide in the reduction rising health care costs.

Key Accomplishments

- Led the Japanese morale/continuous improvement initiative "Quality Circles" which resulted in an office recycling program.

XXXX - Allen Park, MI

September 2005 - October 2016

Independently-owned cinematography and photography company servicing individuals and families to document life events through photo and film.

Graphic Designer / Client Services Manager

- Designed all photo collages, flush mount photo albums, forms, brochures, DVD case covers and other business materials using the Adobe Creative Suite.
- Utilized Adobe Creative Suite to enhanced videos using strategically placed graphics.
- Edited photos for all photography sessions in order to enhance clarity and visual appeal.

EDUCATION

BAKER COLLEGE - Clinton Township, MI

Bachelor of Computer Information Systems

May 2008

COMMUNITY/VOLUNTEER ACTIVITIES

Volunteer, Michigan Health Choice Alliance

2018 - Present

