

Marketing Director Sample Resume

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OVERVIEW

Accomplished, senior marketing professional with broad retail marketing experience, encompassing **strategic planning, qualitative & quantitative research, interactive marketing, creative development, media planning & buying, database /direct-marketing, public relations, sales promotion and visual merchandising**, with the ability and skill set to provide creative, innovative, enthusiastic and forward-thinking leadership in a team environment. Focused on achieving continuous, improved business performance.

11/95 – Present Smith Company, Cleveland, OH

A 70 year old, \$8billion, international general retailer with nearly 10,000 locations.

Marketing Director – 12345 Division (5/00 – present)

Appointed to lead the entire marketing function through a turnaround. Assumed majority of responsibilities & accountabilities previously held by the vice president and the director of field marketing.

- Led the development and implementation of annual marketing plans that resulted in consistent sales increases, in a flat growth industry. During this time, marketing played a key role in achieving sales growth that consistently outperformed key competitors and the industry as a whole. This growth resulted in 12345 becoming profitable in 2002, for the first time in over ten years.
- Drove the development and implementation of media strategies that resulted in improved efficiency and accelerated sales growth and profitability. One such strategy drove *incremental*, comp store sales growth of six percent in markets representing nearly 50% of system-wide sales.
- Increased franchisee participation in national and local marketing initiatives, resulting in two year, comp store sales increase of 2%.
- Directed development of business-to-consumer, business-to-business and associate-to-family, Local Store Marketing programs that drove incremental annual sales of \$4 million.
- Spearheaded the testing and rollout of a private label, retail-financing program that has resulted in incremental sales of over \$1 million, in the first three months and projected to drive annual incremental system-wide sales of over \$30 million.
- Developed and implemented consumer research designed to improve results of our sales promotions.
- Increased annual vendor co-op fund by over 100%, in less than two years, resulting in an increase in “consumer-facing” media.

Director, Brand Management – 67890, Inc. (11/99 – 5/00)

\$900+ million division of Smith Company with 800+ corporate-owned and franchised stores in the U.S., Puerto Rico and Canada. Promoted to lead the development and implementation of national-level, brand positioning & general marketing initiatives.

- Directed development of interactive, direct marketing, media, creative, sales promotion and PR strategies.
- Built entirely new staff of nine marketing professionals, following company’s acquisition and relocation.
- Controlled \$45million national budget.
- Conducted reviews for and hired four outside agency resources (general market, direct marketing, interactive, print media).
- Launched two, successful brand-building advertising campaigns.
- Championed the development and launch of www.67890.com – the most visited website in this Retail category with nearly 2 million hits per month in less than one year.
- Blueprinted Public Relations & publicity strategies resulting in 90+ million free, annual media impressions.
- Initiated a comprehensive, relational database-marketing program, which increased customer retention by over 10% -- in the first month -- and achieved 8:1 ROI in less than 6 months.
- Responsible for design, development and implementation of consumer research.
- Concepted a highly targeted Group Sales Solicitation program.
- Designed two category & company first, national sales events, resulting in record sales and the company’s highest comp sales performance for the year.
- Pioneered implementation of a toll free, consumer 800# locator featuring direct-connect technology, which resulted in a 22% increase in store call volume.
- Implemented a downloadable “On-hold” messaging system reducing store labor hours and related costs.
- Directed the development and implementation of new frame merchandising strategy resulting in consistent product presentation across all stores and increased ease of customer shopping process by 15%.

- Controlled five outside agency partners including; general market advertising, direct marketing, interactive marketing, print placement and Yellow Pages advertising agencies.
- Created a charitable event program, which married the efforts of independent Optometrists, store operations staff and two separate charities and resulted in valuable community-service exposure.

Marketing Manager – Specialty Businesses (11/95 – 4/97)

Managed marketing disciplines for Specialty Business Group and served as lead member of a cross-functional business team accountable for all business decisions and P&L.

- Championed marketing programs and general business solutions resulting in increased customer traffic and sales, in a declining Host sales environment.
- Implemented company's most successful sales promotion resulting in record customer traffic increase of 13% comp sales increases of over 15% and profit increases of nearly 22%.
- Improved Host relations, resulting in increased business support, 30% decrease in host advertising media costs and increased exposure to Host customers.
- Spearheaded successful employee sales contests.
- Pioneered a breakthrough media strategy improving ROI by nearly 100%.
- Employed merchandising and promotional strategies for BJ that continue to drive record sales volumes.

8/93 – 8/95 MNOP MARKETING, INC. Columbus, Ohio

Start-up agency providing targeted, database local store marketing program development and implementation to the national restaurant and retail industries.

Director, Client Services

Recruited to direct account services group in development, implementation and manage targeted, "neighborhood" marketing programs. Clients included: Goodyear Tire & Rubber Company, Host Marriott, Taco Bell, Wendy's International, Coca Cola, Ruby Tuesday, Cracker Barrel Red Robin International, California Pizza Kitchen, Chevys Fresh Mex, Longhorn Steakhouse and others.

- Key member of strategic management team developing and implementing growth strategies, which resulted in year on year revenue increases of more than 200%.
- Developed and implemented Goodyear's national Neighborhood Network, which achieved an ROI of 69% in four months.
- Spearheaded targeted neighborhood marketing program for Red Robin resulting in a 16%+ net sales gain.
- Developed a New Store Opening program for Red Robin International in a market with no brand awareness, resulting in record traffic & sales and a sustained weekly sales increase of more than 16%.
- Developed and directed various programs achieving redemption rates of 15 – 25%.
- Signed over \$400,000 in new business, in 6 months, representing \$2million in expansion potential.
- Utilized sales prospecting & contact management database system, improving productivity by over 20%.
- Built solid working relationships with all levels of client management.

9/87 – 8/93 PONDEROSA STEAKHOUSES, Dayton, Ohio (div of Metromedia Restaurant Group)

\$800million, 800+ unit, national, family-steakhouse chain comprised of both company-owned and Franchised restaurants.

Director, Marketing Services (5/92 – 8/93)

Promoted from Senior Manager, Sales Promotion. Appointed member of co-op marketing committee, new product development team and concept re-imaging team.

- Directed design, development, testing and subsequent national rollout of new menu presentation system resulting in average transaction increase of more than 5%.
- Reduced annual department operating expenses by over 10%.
- Led staff of eight and effectively managed annual budget of \$7+ million.
- Participated in strategic development and implementation of concept re-imaging, which resulted in double-digit comparable store sales increases.

Senior Manager, Sales Promotion (12/89 – 5/92)

Promoted to this position responsible for planning and directing the development & implementation of print, merchandising, sales promotion and direct marketing programs, including national co-op marketing events, sales promotions, new product testing & introductions and menu presentation.

- Blueprinted the chain's first, national direct mail promotion, which resulted in sales gain of over \$1million.

- Expanded vendor resources resulting in improved finished quality of print and merchandising materials and shortened production schedules.
- Renegotiated vendor contracts reducing budgeted expenses by \$300,000 - \$1million, annually.
- Improved average FSI coupon redemption from .5% to over 2%.
- Implemented promotional tracking system resulting in accurate and timely results reporting.
- Created promotional trade-up and add-on programs resulting in average transaction increases of 5 – 15%.

Manager, Sales Promotion (9/87 – 12/89)

Recruited to establish in-house print advertising and merchandising agency, plan and manage implementation of print marketing, sales promotion and menu merchandising programs.

- Renegotiated print media contracts resulting in savings of more than \$250,000.
- Created kids' premium promotion resulting in sales increase of 11%.
- Established in-house print media agency resulting in annual savings of over \$750,000.
- Spearheaded development and implementation of print and merchandising network improving franchisee participation in company-sponsored programs from 10 - 40%.
- Developed and implemented mutli-tiered gift certificate sales promotion resulting in 25% sales increase.
- Established solid and effective rapport with franchisee community.

9/78 – 9/87 XYZ FOODS, INC., Cleveland, Ohio

A \$600+ million, 65 store, regional grocery/superstore chain.

Advertising Manager (5/84 – 9/87)

Planned, developed and managed advertising and sales promotion strategies for 60 store traditional grocery and 5 store superstore chains.

- Developed and implemented promotional, sponsorships and community relations events.
- Directed the development of advertising campaign that successfully launched the first food superstore chain in the market .
- Hired, trained and managed internal agency staff of 16.
- Planned and directed all print and electronic advertising media.
- Directed creative development and production of all advertising & instore signage.
- Hired and directed outside advertising agency and other necessary outside resources.

Advertising Coordinator (2/83 – 5/84)

Planned, scheduled and coordinated production of print and broadcast advertising.

Production Coordinator (6/81 – 2/83)

Planned, scheduled and coordinated production of print advertising.

Paste-up Artist (3/80 – 6/81)

Performed pre-press production for print advertising.

Silk Screen Operator (9/78 – 3/80)

Printed in-store seasonal, location and promotional signage.

SOFTWARE Microsoft Office (Excel, Access, Word, Outlook, Power Point)

EDUCATION University of Cincinnati BS/Communications 6/87
Cleveland Advertising Club – Fundamentals in Advertising - 1984
 • Letter of Commendation in Class Competition

AWARDS Cleveland Society of Communicating Arts – Award of Excellence, 1987
 • Regional Telly Award – Finalist, 1987
 • 5th District Addy Award – Merit, 1987

VOLUNTEER Director, 123456789 Foundation, Dallas, Texas (April 1999 – present)
Vice President and Trustee, Shaker Football Club, Shaker Hts, Ohio (1994 – present)
Dime Collectors of America Association (1995 – present)