

SARAH SAMPLE

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MARKETING EXECUTIVE – PRODUCT MANAGEMENT

Paper & Packaging Industry • MBA, Marketing

Results-driven senior product marketing manager with 10 years of increasingly responsible experience driving product strategy and execution for Fortune 500 and entrepreneurial companies. Candidate differentiators include: a sophisticated understanding of marketing and finance that enables successful product-strategy development with a focus on profitability; ability to anticipate market trends and initiate timely product development and introduction. A savvy team player and leader, experienced in spearheading high-impact strategic and tactical programs that establish branding and market dominance. Outstanding communications skills with the ability to relate to and work with diverse people. Excel at building consensus among internal and external business partners.

Qualifications & Expertise

- Strategic Market Planning & Execution
- Budget Management & Cost Controls
- Staff Development & Leadership
- Market Research & Competitive Analysis
- New Product Development & Launch
- Cross-functional Teaming
- Collateral Materials & Promotions
- Cooperative Advertising Programs
- Product Packaging Design
- Vendor Relationship Management
- Key Account Management
- Customer Loyalty Programs

PROFESSIONAL EXPERIENCE

SAMPLE COMPANY; Anywhere, USA

2002 to Present

Director of Marketing & Product Management, Packaging Products

Hired to provide strategic product marketing and operational leadership for this widely recognized manufacturer of specialized polyolefin plastic and paper-based packaging products with \$800 million in annual revenue. Direct all aspects of product marketing, marketing communications, business planning, volume and revenue contract, market analysis, and product training for \$400 million Packaging Products division. Manage four direct reports. Report to Senior Vice President of Marketing.

- Developed and launched new packaging products and programs, **resulting in \$15 million in new revenue.**
- **Delivered a \$1 million savings and a 35% turn improvement** by completing a major product line rationalization.
- **Achieved profitability on high volume, low-end of product line** in highly competitive market through use of inter-company supply chain teams involving strategic international suppliers.
- **Proactively managed corporate communications plan** during industry wide raw material shortage in 2005.
- As part of core company-wide consolidation team, **participated in two successful plant consolidation projects.**
- **Recipient of the “Chairman’s Club Award”** for Contributions Above and Beyond, 2006.

EDUCATION / DEVELOPMENT

- **MBA, Marketing and MIS**, Sample University, New York, NY
- **BA, Political Science, Minor: Public Law**, Sample University, New York, NY
- **Dimensions of Professional Selling and Results Producing Management**, Carew International
- **Effective Speaking and Human Relations**, Dale Carnegie Training Institute