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## **PROFESSIONAL SUMMARY**

Experienced Senior Marketing Associate looking for new position following ten years in the marketing department of a major real estate company, promoting its services and results.

### **Professional Experience**

*Sunpower Corporation, Sunnyvale, CA, 6/2005 – 10/2015*

#### **Sales and Marketing Associate**

- Managed direct marketing projects; achieved 30% efficacy rate with resale partners and customer base.
- Devised specific baseline performance metrics to measure effectiveness of in house CRM system.
- Directed and maintained marketing database (salesforce.com) and other databases.
- Disseminated necessary data regarding market trends, projected revenue growth, and pipeline status.
- Created partner marketing program for leads and opportunities globally by utilizing inbound customer inquiries and ensuring sales execution via QAD ERP system.
- Partnered with sales team to facilitate local, direct marketing activities.
- Developed baseline matrix for direct marketing campaign.
- Oversaw development of marketing communications for product availability.
- Guided development of sales support tools defined by Director of North America Sales.

*Change Technology Solutions, Roseville, CA, 4/2003 – 12/2004*

#### **Senior Marketing Associate**

- Coordinated cross-functional team to develop integrated, multi-channel marketing campaign to retain customers, increase Internet sales, and improve conversion rate of sales; produced 8% click through rate for existing customers, 2% conversion rate of sales, and 25% increase in Internet sales.
- Assured the delivery of acquisition/retention marketing activities including online, direct marketing and online lead capture opportunities that increase web traffic by 25%.
- Implemented online marketing solution to capture online viewing patterns to effectively use analytics and modeling of customers; data enabled company to present products and services to match customers needs and interests
- Led email marketing campaign for 2 distinct audiences; created 2 mailers addressing issues and benefits of Web Base Infrastructures reference manual relative to each audience's needs; generated 25% response rate and increased sales by 15%.
- Developed campaign to register visitors on website and granted them special email bulletins based on their interests; automated sending of emails based on subscription date; boosted click through rate 40%.

- Implemented opt-in email newsletter strategy and specialized newsletter content to closely match needs of Web site visitors.
- Left position due to downsizing. Took hiatus to care for ill parent; after death of parent took time to handle family affairs.

*World Savings, San Jose, CA, 2/2002 – 4/2003*

#### **Loan Consultant**

- Maintained affiliate relationships with active producing broker accounts; producing \$1.4million in fundings.
- Propagating knowledge and skills to realtors and consumers through product demos and presentations.
- Created direct e-mail marketing strategy for 1st time homebuyers, producing 75 leads, 15 new loans, and 25 additional referrals in 3 months.

*Bluewater Information Convergence, Greenwich, CT, 3/1999 – 12/2001*

#### **Sr. Technical Marketing Associate**

- Collaborated with Marketing Director to launch information technology systems services as business model, which represented 35% of annual revenue.
- Created core messages and branding platform to drive all corporate investor communications.
- Teamed with email marketing company to develop 93,000 email messages from opt-in online communication database; achieved 65% open rate and 15.9% click through rate on segmented market.
- Selected marketing agency and oversaw design, copy writing, and development of direct mail brochures and website; helped customers achieve a return on investment within 6 months.
- Researched CRM options and selected salesforce.com; implementation of system resulted in 15% increase in sales staff productivity which translated in to 35% increase in sales.
- Developed and delivered integrated analytical tools enabling company to assess opportunities and overcome business challenges.

#### **Education**

University Of Phoenix, San Jose, CA

- Bachelor of Science: Marketing