

# Name Surname

## Marketing & Business Development

MANAGEMENT • CONSULTING



ARCHWAY CLOSE, LONDON, UK N19 3TD



email@tld.com



+44 00000 000000



LINKEDIN

Customer-focused **marketing professional** with a broad scope of experience in leading multiple online brands in highly competitive markets. Experienced at driving on and off-line business development through digital strategies, brand management, communications and sales. Effective communicator who seeks positive resolution to problems through active listening and commitment to integrity.

### KEY STRENGTHS

- Marketing Strategies & Campaigns
- Corporate Communications
- Social Channels and Blogs Management
- Product Positioning & Branding
- Web & Print Content Development
- Focus Group & Market Research
- Creative Team Leadership
- Sales Collateral & Support
- Public & Media Relations
- New Product Launch

### PORTFOLIO

**Name Estate Agency**  
**Startup Monthly**  
**Name**  
**Name Winery**  
**Big Name Brand**  
**Name Group**

### COMPUTER PROFICIENCIES

- Salesforce
- Camtasia video editing software
- Google AdWords
- Google Remarketing
- Hootsuite/SproutSocial
- Social Ads (Facebook, Twitter, and LinkedIn)
- Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator)
- MailChip and various email agents
- WordPress
- HTML
- Lyris
- Introductory SQL

### ACHIEVEMENTS

- Reduced registration cost per acquisition by up to **95%** through developing and implementing social campaigns.
- Expanded client base by up to **271%** over 2 years by consistently delivering goal-surpassing marketing results and ensuring client satisfaction.
- Managed company blogs that enhanced the sales reps' understanding of product features and helped them sell more effectively which increase revenue and partnerships.

### PROFESSIONAL BACKGROUND

**Name Estate Agency** – London, UK

**2014-Present**

**MARKETING AND BUSINESS DEVELOPMENT MANAGER** [part-time]

*Name is a growing estate agency that employed me to help with marketing and new processes as they scale to 3 branches.*

- Handled a management position concurrent with my postgraduate studies.
- Developed and **launched** integrated new website Q1 [2016].
- Managed existing and new digital channels for awareness and leads that **propelled sales**.
- Performed customer/market research which helped to develop new processes for sales management and reporting.
- Implemented a **CRM system** from sourcing the platform to training.

**Name Group** – San Francisco, CA, USA

**2010-2014**

**SENIOR MARKETING COORDINATOR**

*Name Group is a leader in commercial real estate information and marketing. Name - the Internet's largest business-for-sale marketplace, Name, and Name are owned by CoStar Group and comprise the leading industry websites.*

- Created Go-To-Market **strategies for new products** and resources.
- Initiated social media strategy and growth for all **3** websites.
- Managed relationships and campaigns with PR and internal departments.
- Created on-site content and drove traffic through email and social campaigns.

*Name Group – San Francisco, California | SENIOR MARKETING COORDINATOR – 2010-2010 [continued]*

- Managed industry partnerships and marketing to their audiences.
- Managed a social media budget of **\$10,000** and worked with a per project budget of **\$30,000**.
- Managed email strategy; increased email lists up to **271%** over **2** years and maximized open rates.
- Independently managed presence at industry events both on and off-line for all **3** sites.

**Name** [a Name Group Company] – San Francisco, CA, USA

2010

**TERRITORY SALES REPRESENTATIVE**

*Name is the most heavily trafficked commercial real estate marketplace online with more than 8 million registered members and 5 million unique monthly visitors.*

- Managed **80+** outbound and inbound calls each day.
- Provided product demonstrations to key decision makers in commercial real estate.
- Matched products to client business goals.
- Consistently **met and exceeded** department **expectations** for productivity and accuracy.

**Name Winery** – Medford, OR, USA

2009-2010

**MARKETING & WINE CLUB MANAGER**

*Name Wines "Motto" from Name Winery, located in Oregon, and is one of very best wine from carefully selected vineyards and varietals that are planted and cultivated on land suited to achieve the best expression of the terroir.*

- Increased client awareness through public relations campaigns and developed a locally, regionally and nationally compliant online presence to grow distribution
- Managed the e-commerce site and ensured accuracy of inventory
- Initiated all social media channels and built their niche community
- Oversaw all aspects of marketing regional events on and off-line

**Big Name Brand** – Portland, OR, USA

2008

**US BASKETBALL MARKETING ASSISTANT**

*Big Name Brand a multinational corporation that designs and manufactures sports shoes, clothing and accessories and is the second biggest in the world sportswear manufacturer.*

- Coordinated a cohesive marketing strategy for US Basketball through campaigns in 8 functional marketing departments
- Produced quarterly catalogues of **500+** merchandise items, wrote/proofread copy and distributed to all major accounts
- Oversaw and prepared all areas of Go-To-Market sales meetings and follow-up with key accounts
- Helped in **launching the new Adidas Basketball website** by working with external agencies, assisted with content, planned and organized extended campaigns

**EDUCATIONAL BACKGROUND**

**MSc International Business Management** with Mktg [*with Distinction* – international student scholarship] 2014-2015

NAME BUSINESS SCHOOL – London, UK

**BA Psychology, Minor in Business Administration** [*Dean's List, Honours*]

2004-2008

UNIVERSITY OF NAME – Portland, OR, USA

**VOLUNTEERING**

**Startup Monthly** – London, UK

2014

**LONDON COMMUNITY DIRECTOR**

*Startup Monthly is based in San Francisco, CA and operates events and conferences globally.*

- **Co-founded the London chapter** of quarterly startup events, catering to CEOs, investors and notable industry professionals.
- Sourced venues and negotiated contracts.
- Promoted and grew the London community to over **500** members.
- Generated interest for quarterly events through email, social media and partnership promotions.
- Hosted 3 public and private events, with over **150** startup professionals.