

# FNAME LNAME

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## DIRECTOR OF MARKETING

*Product Management ✧ Business Development ✧ Consulting*

Accomplished executive poised to contribute a unique blend of Global Marketing Management, Business Development, Product Management, Public Relations, Sales Mastery and a deep understanding of Consumer Packaged Goods, Technology and Real Estate. Consistently successful in identifying and capitalizing on market opportunities to drive revenue growth, expand market penetration and win dominant market share for the enterprise. A pioneer in strategic alliances, planning and business partnerships; maintains a high-level network of contacts. Utilizes creative ideation to develop, implement and positively transform product development, business operations and corporate strategies. Strong analytical skills, able to develop innovative concepts in brand identity and bring them to fruition. MBA in Marketing.

### CORE COMPETENCIES

- ◆ Product Management
- ◆ Brand Management
- ◆ Supply Chain Management
- ◆ Competitive Industry Analysis
- ◆ Channel Marketing
- ◆ Value Chain Analysis
- ◆ Web Marketing
- ◆ Strategic Planning
- ◆ New Markets
- ◆ Category Management
- ◆ Market Research
- ◆ Media Planning / Strategy
- ◆ P&L Responsibility
- ◆ General Management
- ◆ Service Marketing Acumen

### KEY ACCOMPLISHMENTS

- ✓ Successfully maintained a 30% Gross Margin on the design, construction and sale of 15 Luxury Homes priced in the \$1 to \$2 million range.
- ✓ Achieved an 8% sales growth while at Electronics, Inc. by utilizing a \$10 million marketing budget to support product brands and categories with strong advertising, marketing, and promotional campaigns.
- ✓ Led Wireless/Wired Communications Cross-Functional Business Units to achieve \$385 Million in Sales revenue.
- ✓ Catapulted year over year (YOY) sales from \$415 million to \$1 billion after repackaging and technological improvement initiatives in the Modern Home product line for Electronics, Inc..
- ✓ Grew Category share 12% for Nokia (Ryan) by leveraging both customer acquisition and retention.

### PROFESSIONAL EXPERIENCE

Custom Homes, Dallas, Texas

2005 – Present

#### VICE PRESIDENT OF MARKETING & STRATEGIC PLANNING

Provided research and strategic analysis to support a proposal for the development of a luxury home subdivision. Appropriately matched commercial/retail businesses on an adjacent 40 acre parcel of raw land in Dallas, Texas by evaluating consumer demand, economic levels and buying habits; collaborated with the Economics Director for the city of Dallas and lobbied the City Council on exceptions, new development requests, zoning and variance changes.

- ◆ Generated the highest real estate resale values in the community, by defining and successfully presenting the Luxe Custom Homes brand as a “Turnkey Luxury Home Experience”, offering elegance and uniqueness with superior craftsmanship and lasting quality.
- ◆ Drove project pre-sales by developing the vision and concept for the creation of a “Virtual Lifestyle” experience utilizing 3D Virtual Models, Tours, Web Site Images and associated marketing collateral.
- ◆ Acted as Project Manager for the construction and sale of 15 turnkey luxury homes with prices ranging from \$1 million to \$2 million; maintained budgeted Gross Margin of 30%. Directed all elements of the build, including land acquisition, Architecture, Engineering, Master Planning, Construction, and compliance with all regulations.

Electronics, Inc., City, State

2002 – 2005

#### GROUP DIRECTOR OF CATEGORY / PRODUCT BRAND MANAGEMENT

Projected sales growth topping 170% through the introduction of product and platform brand architecture for cutting-edge consumer electronics products. Originated Category and Assortment strategies to bolster consumer electronics as well as wireless and dish network/satellite sales. Charted a sales approach using new product development (NPD) and primary/secondary data to establish the direction for a \$1.25 billion corporate financial plan.

- ◆ Achieved an 8% sales growth by utilizing a \$10 million marketing budget to support product brands and categories with strong advertising, marketing, and promotional campaigns.
- ◆ Catapulted year over year (YOY) sales from \$415 million to \$1 billion after repackaging and technological improvement initiatives in the Modern Home product line as well as the execution of sub-brand strategies across multiple channels. Category comprised of audio/video, CD/DVD, and Juice Power products.

(Electronics, Inc. Continued)

- ◆ Generated a \$1.15 billion annual platform portfolio budget with associated operating and advertising plans detailing target channels, financial plans, and forecasting strategies.
- ◆ Lead Wireless & Wired Communications Cross-Functional Business Units to achieve \$385 Million in Sales revenue while maintaining a Gross Margin of 70 basis points.
- ◆ Developed annual Category & Advertising Plan centering on growth, increased usage, and category profitability. Yielded \$50 Million of incremental Sales revenue for SBU units YTD.

Smith Partnership / Pana Vista, City, State

2000 – 2002

**MANAGING DIRECTOR / ENGAGEMENT MANAGER**

Developed Brand Bridge Strategy w/ Nokia and Cultural America by leveraging Nokia's reputation with key trust factors in Americas Handset Brand selection process.

- ◆ Launched 360° Touch Point Advertising & Branding Plan by addressing relevant cultural events, embracing appropriate community events, and actively participating in cultural media.
- ◆ Developed integrated media strategy, Outdoor, Print, and Direct Marketing; Created strategy/theme through three categories – behavioral, demographic, and needs based segmentation streamlining resources.
- ◆ Leveraged both customer acquisition and retention by growing Category share 12%.

ClearVoice, City, State

2000 – 2001

**MARKETING MANAGER / REGIONAL BUSINESS (Central / Southern Region)**

Produced 45% of overall corporate revenues as the highly accountable leader of comprehensive channel partner functions. Executed a \$5.5M marketing budget. Realized a 15% rise in sales and market penetration while lowering per customer acquisition costs.

- ◆ Led the sales and marketing component for a \$300M acquisition, skillfully guiding multiple teams through an in-depth industry analysis. Overcame competitive encroachment by creating and securing channel partner buy-in for a nationally launched marketing program.
- ◆ Secured board approval for a \$5M budget boost, subsequently meeting 30% of projected goals within 45 days through higher product volume.

Verizon, City, State

1998 – 2000

**PRODUCT MARKETING / CHANNEL MANAGEMENT**

Performed extensive analysis of costs, benefits, and margins, supply & demand, customer needs, and other key metrics to formulate a plan to transform profitability and market penetration. Lowered product churn by 20% while realizing a net unit/revenue growth of 28%. Expanded product penetration through a national rollout via 11 call centers and 50 retail sites, skillfully leveraging market data and business case requirements to improve prices, product repositioning, and channel distribution. Contracted with an external advertising agency for a product launch supported by a \$4M promotional budget, resulting in a 28% unit increase.

**PREVIOUS PROFESSIONAL EXPERIENCE**

*North American (Offshore) Business Development Manager, AAG / Bermuda Government*

*Brand Marketing / Product Management, The Digital Company*

*Customer Operations / Broadband Roll Out, SouthCompany*

**EDUCATION**

*Master of Business Administration, Marketing Concentration  
Clark Atlanta University School of Business, Atlanta, Georgia*

*Bachelor of Science, Mechanical Engineering  
Tuskegee University, Tuskegee, Alabama*

**EXECUTIVE ADVISORY BOARDS**

*Electronics, Inc. – CEO Council  
Smith Builders Incorporated – CEO Advisory Board  
COZAK Technologies an UTIL Company– CEO Advisory Board*