

# JOE CLIENT

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## VP, MARKETING / COMMUNICATIONS ■ MEDIA INSIGHTFUL LEADER ■ AGILE COMMUNICATOR ■ CREATIVE THINKER

Dynamic, driven, innovative leader adept at crafting engaging, persuasive, consistent marketing campaigns across multiple channels. Creative marketer skilled at building deeper consumer engagement through product launches, content marketing, and community immersion campaigns. Thoughtful, strategic, agile communicator able to control internal and external communications during challenging transitions.

- Generated \$75K in sales leads through multichannel marketing efforts, content syndication, and cross-branding with complimentary industry leaders.
- Instrumental in revving languishing business with profits of \$425K into recognized industry leader with \$25M annual sales through strategic marketing initiatives.
- Fostered conductive-selling approach. Developed marketing materials to establish value, increase client involvement, and improve customer retention.

### CORE COMPETENCIES

- |                            |                              |                      |
|----------------------------|------------------------------|----------------------|
| ■ Corporate Communications | ■ Campaign Development       | ■ Team Leadership    |
| ■ Event Marketing          | ■ Event Marketing            | ■ Cultural Marketing |
| ■ A/B Testing              | ■ Corporate Branding         | ■ Public Relations   |
| ■ New Market Development   | ■ Internal Communications    | ■ Email Marketing    |
| ■ Campaign Management      | ■ Direct Marketing           | ■ Brand Identity     |
| ■ Communication Strategy   | ■ Multi-Channel Distribution | ■ Change Management  |

### CAREER NARRATIVE

ABC, Inc., Any City, ST

2011—Present

#### VP, Director of Marketing & Communications

*Company: International media organization reporting stores from around the globe, providing news, insights and commentary through its print publications and online channels. Reported to: SVP, Marketing. Direct reports: Marketing Manager; Creative Director; Content Syndication Manager. Sales: \$25M annually.*

Promoted to pivotal, leadership role, instrumental in transforming a failing business into an acknowledged, trusted, industry leader. Accelerated company's forward momentum by augmenting marketing efforts, strengthening sales strategies, and spearheading co-branding initiatives. Built cohesive brand identity; raised market awareness and generated demand on an international level. Led internal and external communication efforts through 3 major acquisitions.

Set protocol for media engagement, cultivating press relationships. Craft corporate messaging. Collaborate with advertising and public relations departments to define standards and policies. Conceive, implement, and manage multi-media marketing campaigns. Develop tools to support sales department. Oversee designers, copyeditors, coordinators, and producers.

#### Selected Contributions:

- Opened new avenues of revenue generation through strategic alignments. Recently, partnered with XYZ to market our content through co-branding initiatives.