

CLIENT NAME, MBA \_\_\_\_\_ <https://www.linkedin.com/in/clientname-6597231>  
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Marketing Leadership – Project Management – Retail Transformation– Account Management – Consumer Products

### CAREER PROFILE

High-Impact Marketing Leader and Client-Centric Manager with 10-year track record of strategic leadership in the consumer products and luxury retail industry. Experienced national trainer of high-caliber marketing teams. Consistently exceed performance goals in highly competitive markets. Skilled at sales operations and P&L management.

### Areas of Expertise

Digital Marketing – P&L Analysis – Multi-Media Solutions – Customer Loyalty – Brand Development – Luxury Goods  
Customer Relationship Management – Competitive Product Placement – Data Mining– Strategic Retail Operations

### EDUCATION

MBA, University of USA Business School — USA focus on Global Strategy & Organizational Change  
B.S. in Business Administration (Marketing Concentration), University of USA

### PROFESSIONAL EXPERIENCE

#### CLIENT COMPANY, USA

2014 - Present

##### Client Services Leader Manager

*Client relations for \$100M flagship retail store, liaising between customers and call center and resolving 4,000+ concerns/inquiries per year. Leverage CRM system, social media, email and mail to drive sales. Host VIP clients, creating memorable shopping experiences. Coach associates on customer service.*

- Increased Net Promoter Score 85% by implementing customer service strategy, including ongoing training to address issues identified in Voice of the Customer survey.
- Grew sales by structuring made-to-order process for maximum efficiency and revenue generation.
- Drove 30% increase in repeat sales by setting strategy to notify lapsed clients of outstanding store credits, and issue personal invitations to view new collections.
- Boosted customer retention by developing/implementing CRM processes. **NOTE: Between 2010 and 2014, studied internationally for MBA in Italy while also working part-time as an e-commerce Specialist for LouisVuitton.com (2012 to 2013), consistently ranking in the top 10 for sales.**

#### CLIENT COMPANY, USA

2008 to 2010

##### National Account Manager (Marketing & Advertising)

*Recruited to grow non-profit, book publishing and education sectors by generating leads, developing marketing ideas, making solutions-oriented pitches, closing sales, and executing successful campaigns.*

- Played key role in team that over-achieved targets by \$3M in 2008 an increase of 38%.
- Drove \$300K in new sales in 9 months by growing advertiser base 25% despite competitive economic landscape.
- Increased higher learning category 20% by devising cost-effective strategies for organizations that had previously perceived The Economist as too costly for their budget.
- Increased sales to existing brands by \$560K 37% through cross-platform, integrated marketing campaigns.
- Boosted book publishing ad revenue 25% via networking strategy that included attending industry conventions, tradeshows and events to build relationships with prospective advertisers.
- Grew executive recruitment section 40% by packaging C-Suite recruitment ads with other campaigns.
- Increased ad placements 300% for the Economist Intelligence Unit think tank by researching and targeting client companies in emerging economies.

### PROFESSIONAL DEVELOPMENT

Computer Skills: Microsoft Office (Excel & PowerPoint), Salesforce, Adobe Photoshop & Illustrator, SAP Languages:  
Language: Conversational Italian

Community Work: Mentor - New York Youth-at-Risk | Brand Strategist - Tap Root Foundation