

SAMPLE JOB SEARCH PERSONAL MARKETING PLAN

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CPG MARKETING· VICE PRESIDENT/GENERAL MANAGER

Successful at motivating teams and high performance. Developed a proven marketing strategy that catapulted 7-figure profits and delivered wins across every food channel.

I build successful marketing organizations that create sustainable businesses. My consumer packaged goods knowledge has driven industry double digit growth.

AREAS OF EXPERTISE

BUSINESS MANAGEMENT

- * Strategic Planning
- * P&L Responsibility
- * Team Building

CAREER HIGHLIGHTS

BRAND MGT

- * Brand Portfolio
- * Price & Promo.
- * Agency Mgt

BUSINESS DEVELOPMENT

- * Revenue Mgt.
- * Merger & Acquisition

- In fiscal year 2017, I exceeded all targets while building a profitable marketing infrastructure and almost doubled the company size (from \$400M to \$750M) as we acquired valuable new businesses.
- As Director of Marketing I expanded growth 3 times in 3 years
- As General Manager I faced down formidable quality issues, rectifying >\$10M in write-offs with 8% sales increase and 36% profit increase. I went on to manage the successful divestiture to a Private Equity Firm.

TARGETS

POSITIONS	INDUSTRIES	CONTACTS
VP of Marketing	CPG Companies	CEO/COO/CMO
General Manager	Food & Beverage	Executive VP's
CMO/COO	Nonfood	Board of Dir. DiDDirectors
	Retail	Human Res. Resourc RResources
	Food Service	Exec. Rec.

EMPLOYMENT HISTORY

- * Eagle Foods, Senior Vice President of Marketing, Consumer Goods
- * J.M. Smucker Co, General Manager, Consumer Packaged Goods
- * J.M. Smucker Co, Director of Marketing, Food Service, Consumer Goods