

PROFESSIONAL PROFILE

Mobile: 440....

SAMPLE JOB SEARCH PERSONAL MARKETING PLAN

Elizabeth _____ Marketing Plan

Marketing Professional that helps organizations achieve market goals by managing high performance teams and tactics. Lead the alignment of multi-platform brand messaging content & social media that created multi-million\$ of opportunities for target marketing success.

Expert at solving Types of Problems and Types of Achievements.....

AREAS OF EXPERTISE AND KEY ACHIEVEMENTS

Global Marketing

- Overcame pricing resistance to secure the #3 worldwide position
- Led global marketing team achieving double digit growth
- Designed e-business lead generation for a global footprint
- Drove entry into the China market worth >\$100M

Communications

- Incorporated SEO Google Analytics, lead generation to triple website traffic
- Achieved double-digit revenue gains in 1 year
- Earned 85% call-to-action for targeted ad
- Leveraged budget 150% by earning \$2.5M in free advertising
- Led cross-platform communications to achieve a \$5M goal

Team Leadership

- Led successful acquisition communications
- Implemented first successful college internship for NASA
- Doubled donor and volunteer participation with branded strategies
- Developed multichannel millennial STEM content leveraged nationally

Key Skills & Abilities

- Project Management
- Multi-platform Marketing Plans
- Global Brand Management
- Complex Problem Solving
- Team Builder/Manager
- Collaborative Relationship Building Skills
- Ability to Work Well Under Pressure
- Strong Fiscal Management
- Recipient of Multiple Communications
- Achievement Awards
- Accredited Public Relations/PMP
- Candidate/Social Media Certification

Target Organization

Sustainable - Innovative - Multinational Footprint (existing or potential)
Ideal Range \$100M to \$5B with a Cleveland or Akron Base

Target Market Segment

- Industrial/Technical
- Education
- Service

Target Organizations

- Quasar, Ross Environmental, Smithers Group
- CWRU, Oberlin, BW, LCCC
- NASA, VA