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| |  |  | | --- | --- | |  | | | ROBERT DEMITRY | | |  | | | MARKETING MANAGER | | |  | | |  | (212) 342-8965 | |  | youremail@gmail.com | |  | linkedin.com/in/yourprofile/ | |  | | | **EDUCATION** | | |  | | | M.S. MARKETING Fordham University, Bronx, NY 2013 - 2015 B.S. MARKETING Concordia University, Ann Arbor, MI 2009 - 2013 | | |  | | | **RELEVANT SKILLS** | | |  | | | Google Suite | | | Microsoft Office Suite | | | Salesforce | | | Microsoft Dynamics | | | Google Adwords | | | Constant Contact | | | Product Development | | | Customer Acquisition | | | Data Analysis | | | |  | | --- | |  | | **RESUME SUMMARY** | |  | | Marketing manager with 6+ years of experience in home appliances and cosmetics environments. Proven record in managing product launches that increase brand awareness and sales. Personally recruited and trained 30+ marketing and sales specialists, improving overall sales targets by 24%, and directed the launch of 12 new product lines with total annual revenue of $1.3 billion | |  | | **PROFESSIONAL EXPERIENCE** | |  | | March 2018 – Present  **Marketing Manager**  *L’Oreal, New York, NY*   * Developed new promotional campaign by bundling products together, increasing sales revenue by 13% with projected year-on-sales growth of $400K * Negotiated new contracts with vendors, saving the marketing budget $120K annually * Recruited and trained 30+ marketing and sales specialists, improving overall sales targets by 24% while maintaining 86% in employee retention despite COVID-19 pandemic * Directed the launch of 12 new products lines, with total annual revenue of $1.3B * Referenced 3 times in news articles for exceptional advertising campaigns | |  | | December 2015 – February 2018  **Marketing Associate**  *Panasonic, Farmington Hills, MI*   * Worked Managed all corporate marketing functions with total budget of $2M, including brand management, product launch, advertising, marketing collateral, and social events * Led design of new packaging that utilized cheaper and environmentally friendly materials, saving $50K in production costs annually, and earning the Green Award from Panasonic International * Established new social media team including content developers, SEO specialists, and media technicians, growing company web presence and global brand awareness by 34% * Expanded home appliance line category, increasing revenue by $2M annually | |