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| ROBERT DEMITRY |
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| MARKETING MANAGER |
|  |
|  | (212) 342-8965 |
|  | youremail@gmail.com |
|  | linkedin.com/in/yourprofile/ |
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| **EDUCATION** |
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| M.S. MARKETINGFordham University, Bronx, NY 2013 - 2015B.S. MARKETINGConcordia University, Ann Arbor, MI 2009 - 2013 |
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| **RELEVANT SKILLS** |
|  |
| Google Suite |
| Microsoft Office Suite |
| Salesforce |
| Microsoft Dynamics |
| Google Adwords |
| Constant Contact |
| Product Development |
| Customer Acquisition  |
| Data Analysis |

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| **RESUME SUMMARY** |
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| 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 |
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| **PROFESSIONAL EXPERIENCE** |
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| 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
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| 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
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