**Alex Alumni**

Orlando, Florida 407-555-5555 AlexAlumni @yahoo.com LinkedIn URL

 **M a r k e t I n g & c o m m u n I c a t I o n s**

An accomplished, results-oriented Senior Marketing Manager with 20 years of experience directing large-scale projects. Marketing strategy professional with extensive experience developing overall vision, business framework and high-level marketing plans for global technology companies within North America and Europe. Recognized for ability to identify, design, and deploy innovative technologies that result in improved systems, increased production, and decreased expenses.

**AREAS OF EXPERTISE**

Budget/Financial Analysis Technology Implementation Corporate Strategy

Team Management/Training Research/Data Analysis Marketing Communications

Product Development & Operations Technical Writing Business and Market Analysis

**RELEVANT EXPERIENCE**

**Director of Marketing Intelligence** May 2019 – Present

*Tech Industries-Orlando, FL*

* Manages and collaborates with staff of 10 to ensure project efficiency, monitor project status, and proof all project materials for quality assurance
* Oversees and executes marketing research and reporting to meet the unique client needs
* Recommends marketing strategies to over 200 million-dollar corporations to offer customized delivery platforms, services, and methodologies
* Proactively engages in the submission of relevant publications, continuously research technology product trends to bring awareness and recognition to various company departments

***Key Achievements:***

* Recognized by four online periodicals as leading writer and consultant for technology product trends
* Recruited 15 Fortune 500 company clients within six months of employment

**Communications Manager** June 2017 –May 2019

*Florida Hospital- Orlando, FL*

* Developed industry-wide research projects focusing on brand awareness and perception as influenced by marketing communications
* Programmed questionnaires for an online platform, including extensive logic and branching, and source sample
* Contributed monthly articles to industry publications that contributed to over 700,000 impressions on social media platforms.

***Key Achievements:***

* Designed the first industry-wide study on selecting outsourcing partners during the drug development lifecycle for the Pharmaceutical and Biotechnology sector
* Awarded employee of the year for three consecutive years.

**Assistant Director, Marketing** May 2014 – June 2017

*Dell Computers-Daytona Beach, FL*

* Researched and assisted in the development of the CEO’s speeches, articles and books. Gained valuable insight into what retail means in the global market for both small and large players
* Created presentations, edited and proofread all company materials, including proposals, company newsletters, and project reports
* Managed client relationships with the international media, maintained press contacts and article archives by drafting responses to email, news and web inquiries

***Key Achievements:***

* Traveled with CEO to national and international speaking engagements and drafted scripts and marketing material.
* Produced 5 company articles that were highlighted in Forbes and national technology websites and publications

**Marketing Assistant**  August 2012-May 2014

*FAIRWINDS Credit Union-Daytona Beach, FL*

* Planned and coordinated site visits and organized timelines to expedite the closing and execution of over $4 billion in transactions from marketing stages to closing events
* Served as liaison between bankers and clients to deliver prompt service, increasing survey satisfaction by 60% in year one.
* Designed multimedia client presentations during the marketing stages of domestic and cross-border leases, which brought in a $500,000 donor pledge.

**ADDITIONAL EXPERIENCE**

**Project Manager,** *ABC Company, New York, NY*

**Copywriter,** *XZY Company, Miami, FL*

**Adjunct Marketing Professor,** *University of Central Florida*, *Orlando, FL*

**PRESENTATIONS**

**National Marketing Association Conference-** *Washington, DC*  January 2021

Presented on strategic direct marketing tactics for small businesses for 500+ communications professionals

**American Marketing Association, AMA**- *Orlando, FL*  May 2018

Hosted a 2-day conference on theoretical approaches to designing targeted messaging.

**EDUCATION**

**Master of Business Administration**

*University of Central Florida, Orlando, Florida*

**Bachelor of Arts in English**

*University of Central Florida, Orlando, FL*

**PROFESSIONAL AFFILIATIONS**

American Marketing Association, AMA *- Membership Committee*  January 2006-Present