

CV Writing Guidelines:

- ✓ Contact details – Name, email and mobile contact details - +
LinkedIn link
- ✓ Career objective (50 – 200 word overview)
- ✓ Academic Qualifications
- ✓ Key achievements (can include links to online examples?)
previous successful projects
- ✓ Key skills (Competencies)
- ✓ IT Skills – State each package you are confident in using
including bespoke packages
- ✓ Employment history – including – dates, company, job title, and
concisely bullet point the day to day duties

Our top tip, Keep you CV up to date and relevant! Continually adding new skills, experiences, qualifications to your CV.

** Don't forget to ensure that you LinkedIn page is also up to date and mirrors your CV.

Sample templates:-

Susan Madlow

BRAND MANAGER/MARKETING MANAGER

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About Me

"My passion is building strong brands through market research to understand the customer, smart product development to tap into needs, and creative positioning to penetrate the target niche."

Areas of Expertise:

- Product Positioning
- Brand Building
- Taste Profile Analysis
- Integrated Marketing
- Brand Governance
- Copywriting & POS
- Team Leadership
- Market Research
- Strategic Planning
- Budget Management
- Product Development
- Sales/ROI Forecasting
- P&L Management
- Identity Creation

Professional Experience

SUPERMARKETS INC.

2005-2009

Senior Brand Manager (2006-2009)

Led 12-member cross-functional team managing product development, packaging, advertising and brand management for \$1 billion business unit. Held full P&L responsibility for consumer brands business - analyzed market, cultivated innovation, optimized product mix and pricing, and designed promotional strategies.

Results:

- **Drove \$27 million increase in total revenues (7.1%) in 2007.**
- **Reversed declining sales on coffee, boosting revenues 6% in just one year.**
- **Grew cold meats category by 33.2% in 2007 and 24.5% (projected) in 2008.**
- **Pioneered new pasta product category that increased overall pasta sales 5%.**

Strategy included:

- Revitalized under-performing team, and exceeded revenue goals, by creating structured processes and improving cross-functional relationships and communication.
- Developed strategic plan including pricing changes and new promotional approaches.
- Improved branding and messaging and devised product knowledge training for store employees.
- Played key role in launch of frozen food line that will beat revenue targets by 140%.
- Developed new 'smart eating' line of healthy spreads after recognizing opportunity to differentiate the line from other brands. Projected year-on-year sales growth is 25%.

Marketing Analyst (2005-2006)

Hired into newly created position to help transition organization from a traditional 'private label' department to an internal consumer packaged goods function. Provided senior brand managers with market and trend analysis for bakery, deli and food service categories and provided project management support on packaging development and plan tracking for all new product launches.

Results:

- **Played key role in reducing packaging development time by 30%.**
- **Identified new deli market niche, helping to drive a 27% sales increase.**
- **Member of team that reversed negative sales trend, delivering 4% growth.**

MAYA MARTINEZ

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SUMMARY

Decisive Marketing Manager who drives company growth through creative and innovative marketing strategies. Skilled at analysing market trends and customer needs to develop highly effective and targeted marketing campaigns. Comprehensive background managing highly effective communication campaigns that supported key sales, marketing and stakeholder engagement objectives. Proficient at collaborating with multiple stakeholders to determine audience interest and develop strategic go-to-market communication plans that align with the company's business priorities and initiatives.

HIGHLIGHTS

- Account management
- Direct marketing campaigns
- Public relations expert
- Quality leadership
- Superior writer and editor
- Mobile advertising platforms
- Global marketing
- Customer service-oriented
- Deadline-driven
- Enthusiastic team player

ACCOMPLISHMENTS

- Doubled annual sales for furniture company through strategic marketing campaigns.
- Launched aggressive growth plans that helped increase customer base appliances store by 50%.
- Developed innovative mobile marketing campaign for baby supplies store that resulted in a 20% increase in profits in less than a month.

EXPERIENCE

02/2017 to Current

Marketing Manager

Advanced Marketing Services - Bath, England

- Identify, develop, and evaluate marketing strategies based on knowledge of client objectives and market trends.
- Plan and manage budgets in excess of £3 million.
- Develop 40-50 marketing strategies and campaigns each quarter.
- Collaborate with marketing team on standardisation, design, and production of marketing materials.
- Analyse performance of all marketing programmes to identify the best opportunities for optimisation.
- Create sales strategies to promote advertising offerings and motivate larger deals.
- Prepare detailed marketing forecasts on a daily, weekly and quarterly basis.

11/2009 to 01/2017

Marketing Associate

Jameson Advertising and Marketing Services - Bath, England

- Promoted brand awareness through SEO optimization and attractive web design.
- Managed new product and content releases.
- Wrote creative and engaging briefs for internal and external agencies.
- Worked effectively in a heavily cross-functional, fast-paced environment.
- Developed innovative product solutions grounded in clear understanding of customer needs.
- Assisted with creation of blogs and social media content.

EDUCATION

2009

Bachelor of Science: Marketing
University of Cambridge - Cambridge, England
Emphasis in E-Commerce and Sales