

**Jane Smith**  
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## **PROFESSIONAL EXPERIENCE:**

### **ABC Company**

*Marketing Manager, New York, NY*

#### **2010 - present**

- Developed new promotional campaigns by bundling products together, increasing sales revenue by 13%, with projected year-on-sales growth of \$500k.
- Negotiated new contracts with vendors, saving over \$200k for marketing department.
- Recruited, hired, and trained more than 50 new marketing and sales specialists, improving sales targets by 30% while retaining 95% of new employees.
- Directed the launch of 15 new product lines, with combined total annual revenue of \$5 million.

### **DEF Company**

*Marketing Associate, Boston, MA*

#### **2008 - 2010**

- Managed all corporate marketing functions, with a budget of \$10MM, including brand management, product launch, advertising, marketing collateral, and events.
- Led design of new packaging that utilized cheaper and environmentally-friendly materials, saving \$50k in costs, and helping the company earn the Green Award.
- Established new social media team including Content Developers, SEO Specialists, and Media Technicians that grew the company's web presence and global brand awareness by 25%.

### **GHI Company**

*Marketing Intern*

#### **2007 - 2008**

- Designed flyers and newsletters in Photoshop
- Created and sent mass emails using Constant Contact
- Directed incoming calls, scheduled classes, and took enrollment

## **SKILLS:**

- **Software:** Microsoft Office Suite, Pro Tools, Final Cut, Adobe Photoshop, Adobe Illustrator, and Adobe Muse
- **Social Media:** Wordpress, Vimeo, Facebook, Snapchat, Instagram, Twitter, Google Plus
- Exceptional **presentation, team leadership, and public speaking** skills
- Fluent in English and Mandarin

## **EDUCATION:**

University of New York, New York

Bachelor of Arts, Marketing and International Business (2008)

Dean's List

Research Assistant