

# Marketing Manager Resume

**YOUR FULL NAME**

## Contact Details

Your mailing address

Your phone numbers

Your email address

## Objective

*Marketing management position in a competitive and dynamic environment*

## Profile Statement or Summary

Include about 5 - 7 relevant key points. Examples:

- *X months experience delivering profitable marketing solutions in the Y industry*
- *Proven ability to create compelling marketing campaigns and penetrate new markets*
- *Expert in competitive market analysis and qualitative and quantitative research*
- *Successful introduction of innovative branding strategies*
- *Proven ability to manage multiple corresponding projects and cross-functional teams to deadline*
- *Comprehensive digital marketing capability current with social media, SEO and online trends*
- *Successful event planning and execution*
- *Excellent high impact presentation and negotiation skills*

## Education

- Rasoni Group of Institutes, Rashtrasant Tukadoji Maharaj Nagpur University  
MBA in Marketing 2012 with Aggregate 60%
- Rasoni Group of Institutes, Rashtrasant Tukadoji Maharaj Nagpur University  
BBA 2010 with Aggregate 60%
- HSC Details
- SSC Details

- Other Certifications

## **Summer Internship Program**

### **Management Trainee**

Nagpur

July2011- September2011

- Conduct market research to inform marketing tactics
- Develop marketing team to successfully implement program and deliver on organizational objectives
- Drive the introduction of enhancements to established products to increase sales by Rs. X over X months
- Direct cross-functional teams to ensure the successful launch of X products
- Develop launch schedules, advertising, direct and indirect marketing campaigns, promotions, sales tools and event marketing
- Co-ordinate marketing activities with PR and press
- Manage advertising campaign creation and execution
- Create and implement social media strategy to integrate with overall marketing tactics
- Oversee pricing strategies on new and existing products to ensure competitiveness and profitability objectives are achieved
- Manage distribution channels for products

### **Technical Skills**

- Advanced computer skills
- Proficient in MS Office, CRM software, data analysis applications
- Website development and SEO techniques
- Excellent project management skills
- Qualitative and quantitative research skills

### **Core Competencies**

- Communication skills

- Organization and planning
- Problem analysis and problem-solving
- Persuasive and influencing ability
- Teamwork
- Negotiation skills
- Presentation skills
- Innovation and creativity
- Decision-making
- Adaptability
- Stress tolerance

## **References**