

Your Name

10 East Wahoo Street, Sunnydale, Arizona 84298

(480) 962-2720

wbiff@coolmail.com

PROFESSIONAL SKILLS

- Brand Management
- Change Management
- Cross-Functional Leadership
- New Product Development
- Packaging & Merchandising
- Media / Advertising
- Consumer Goods
- Consumer Communication
- Promotional Planning

PROFESSIONAL EXPERIENCE

Brand Manager, Flopper & Grumble, Inc., Phoenix, Arizona 1998 - Present

- Aggressively managed growth of existing brand line of 14 consumer packaged food products increasing net revenue by an average of 3% in every quarter to date
- Successfully developed and launched 4 new product lines in the last three years which resulted in net revenue increases of 15 million without losses to existing revenue base
- Chaired cross-functional team that analyzed and redesigned product ordering cycle for a 13% reduction in manufacturing/warehousing costs
- Created and implemented relationship-building retailer/sales rep promotional program leading to a 26% increase in end-cap placement
- Utilized print, magazine, and spot radio advertising to drive consumers to web-based coupon redemption promotion for a 2 million sales spike in quarter 2 of 2002. Retained 50% of sales increase in subsequent quarters

Brand Marketing Specialist, The Amish Wheat Company, Lancaster Pennsylvania 1995 - 1998

- Led a team that redesigned exterior packaging to reinvigorate aging brand and halted the drop in market share over the course of three quarters
- Worked with agency for the brand to test market and analyze results for prototype packaging in order to define superior option for nationwide launch
- Implemented a print-based direct to consumer coupon program for brand which netted 7% sales increase
- Analyzed regional sales patterns to reveal promotional pattern optimization opportunities across US market
- Wrote frequent training and informational pieces to communicate brand change activities to sales force and other constituencies within the organization

Sales Consultant, The Amish Wheat Company, Lancaster, Pennsylvania 1993 - 1995

- Promoted within 19 months and received AWC's *Marketing Excellence Award (100% Club)* for achieving territory marketing objectives in revenue, market share and overall profitability
- Executed ground level sales promotions and assisted in new product introduction to achieve Company objectives

EDUCATION

Bachelor of Science, Marketing May 2003

W. P. Carey School of Business, Arizona State University, Tempe, Arizona

- Detailed Financial Analysis Project on Quaker Oats packaged goods promotional programs to Big Box retail segment for a grade of A
- Received Rowe Memorial scholarship for leadership in Marketing club, serving as Treasurer and President in succeeding years