

SAMPLE FUNCTIONAL

123 Street
City, STATE 00102

303-111-1234
samplename@internet.com

MARKETING AND PUBLIC RELATIONS

Marketing Strategist with eight years progressive experience increasing brand awareness through advertising, promotions, and events management. Management expertise focusing on developing, coaching and training employees on marketing strategies. Proven ability to identify needs and improve operational processes. Strengths include:

- Brand Identity
- Public and Community Relations
- Process Improvement
- Training
- Coaching
- Leadership

MARKETING/BRAND IDENTITY

- Developed and designed web pages for 4 diverse retail concepts, establishing strong web presence and increasing on-line traffic to site through advertising and incentive programs.
- Managed all aspects of web agency accounts including strategic creation, and content maintenance. As a result the IT department was able to focus their efforts on other internal structures that were needed immediately for Company growth strategy.
- Developed and maintained intranet access tools used to manage promotional and operational expenses consistently keeping them within budgetary guidelines.
- Conducted market analysis, competitive reviews, and guest research leading to the determination of new restaurant sites, competitive menu selections and pricing.
- Developed over 20 local programs, marketing campaigns and promotions in a 2-year period that were later rolled out nationwide.
- Implemented marketing strategies that identified the Rocky Mountain Region as being a model for other regions to follow suit in creating similar systems and programs.
- Initiated marketing and promotional events, attracting 5% increase in customer counts and increasing sales by 10% during the holiday season.

PUBLIC AND COMMUNITY RELATIONS

- Created media kits and press releases to support special events and promotions leading to both local and national media hits such as Nations Restaurant News and Cheers.
- Designed, wrote, and edited over 50 radio and print ads to increase brand awareness and sales.
- Hosted and functioned as a spokesperson for hospitality and promotional opportunities such as the Championship Avalanche parties and the Broncos' Superbowl parties.
- Managed community outreach and donation activities for a 7-unit market including Dinner with the Pros for the Denver Rescue Mission, Black Tie Billiards for the Boulder Shelter For The Homeless, and Miracle on #19th Street feeding and providing essentials to over 2,500 people .
- Joined 5 networking associations, gaining visibility and increasing patrons by 10%

PROCESS IMPROVEMENT

- Implemented a consistent employee discount policy company-wide.
- Created a Reward and Recognition program for all salaried managers in the Rocky Mountain Region resulting in increased morale and decreased turnover.
- Coordinated an employee appreciation day at Six Flags Elitch Gardens for over 700 employees.
- Assisted in the development of a “Marketing Best Practices” program nationwide, creating a system of standard practices for regular promotion procedures.
- Created host handbook which was later developed for other restaurants.
- Created a Marketing Pre-Opening guide that is still utilized for Pre-Opening Marketing activities for a new restaurant openings.

TRAINING, COACHING, LEADERSHIP

- Trained, coached, and developed in-house marketing support person and managers at each site, enabling effective execution of promotions and therefore increased sales.
- Coached and coordinated all departments including IT, Accounting, Finance, Training, Legal, Human Resources, and Operations to ensure all aspects of promotions are executed effectively.
- Provided marketing and promotional support to managers increasing their effectiveness in operations.

PROFESSIONAL EXPERIENCE

CURRENT COMPANY, INC., City, CO 1995 – Present

Regional Marketing Manager (2000-Present)

Conceptualize, implement and support local and national marketing programs for 4 Colorado concepts (Walnut Brewery, Rock Bottom Restaurant & Brewery, Denver ChopHouse & Brewery, and Sing Sing Rock n’ Roll Dueling Piano Bar). Manage budgets of \$250,000+ for 7 locations.

Human Resources Manager (1998-1999)

Responsible for personnel administration and employee relations throughout the organization.

Human Resources Coordinator (1997-1998)

Provided assistance to all restaurant groups regarding labor laws and EEOC issues.

Development and Marketing Research Coordinator (1995-1997)

Conducted marketing research and overviews for potential new concepts and locations.

PREVIOUS COMPANY, City, CO 1999

Sales and Marketing Consultant

Hired as a consultant to help increase awareness and overall sales of the new Lodo restaurant.

MORE PREVIOUS COMPANY, City, CO 1999-2000

Sales and Marketing Manager

Responsible for the promotion of sales and marketing for the wholesale and retail departments.

EVEN MORE PREVIOUS, City, CO 1990-1997

Floor Supervisor, Marketing and Special Events Coordinator, Bookkeeper, Head Host and Server

EDUCATION

Bachelor of Arts (Psychology), University of Colorado, Boulder, 1992