

How to Write a Resume

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Greg Jensen, MBA

Marketing Leader

Email: greg.jensen@me.com
Cell: +1 - 2345 - 123 456 789
LinkedIn: linkedin.com/g.jam

SUMMARY

I'm a marketing, sales, and business development executive with over 13 years of experience working with consumer products and services. I'm currently looking for my next challenging senior level role within which, I would aim to build an enduring contribution toward the overall organization's financial goals and strategic objectives.

HIGHLIGHTS

- **Marketing leadership** - creating and executing integrated marketing programs and sales tools
- **Managing for performance** - delivering substantial revenue growth in highly competitive markets
- **Workable strategies** - managing the design and execution of international marketing strategies

PROFESSIONAL EXPERIENCE

MARKETING MANAGER

TRAVEL RETAIL AMERICAS Inc. / San Francisco, CA

Nov 2018 to present

I was recruited to lead the marketing functions for the Travel Retail America Group's cosmetic brand portfolio. This consisted of the Americans, OI de Peau Beauté, NARS and bareMinerals-branded lines of products.

- Led visual merchandising for all brands to assure brand image consistency and enhance brand DNA.
- Acquired and developed the bareMinerals brand, opened 57 points of sale for growth of 354%
- Achieved 75% growth in retail sales, outperforming the general Americas market.

SENIOR MANAGER, MARKETING-INTERNATIONAL

AMERICAS CORPORATION Inc. / San Francisco, CA

Nov 2002 to Sep 2018

I'm currently responsible for managing the execution of integrated marketing and VM/merchandising programs for the America Group's international markets for the bare Minerals and Buxom brands of beauty products. My focus is on broadening and raising consumer product and brand awareness to drive customer acquisition and sales.

- Creating and executing integrated marketing programs and sales tools to increase market share.
- Organizing and managing cross-functional teams - Creative, Global Brand, Merchandising/Sales.

EDUCATION

MBA (Master Business Administration), Marketing

Interamerican University, Metropolitan Campus, GPA: 3.7, Relevant coursework: (CB, MARK, TQ)

2009

COMMUNITY INVOLVEMENT

COMMUNITY VOLUNTEER - Project Sunshine

- Brings volunteer-led programming to pediatric patients and their families in a variety of medical settings.

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