

## NAME

Address • Phone Number • Email

### MARKETING MANAGER • TRADE MARKETER

Results-focused trade marketer and brand management specialist with extensive experience and talent for persuasively presenting value propositions and consistently generating growth. Create and implement commercial strategies, gaining greater market share and building productive relationships. Analyse markets, identifying opportunities to improve revenue, and collaborate with cross-functional teams to achieve strategic objectives. Design and manage multimedia campaigns. Key skills:

Marketing • Business Development • Strategic Planning • Account Management • Trade Marketing  
Brand Management • Wholesale / Retail Customers • Category Management • Market Analysis  
Budget Management • Multimedia Campaigns • Staff Training • Organisational Performance  
Performance Metrics • Value Creation • Segmentation • Beverage & FMCG Industries

## PROFESSIONAL EXPERIENCE

### COMPANY, Location • 2011-Present

*Leading national beer, water and soft drink producer and distributor; employs 1,300 staff members.*

**Channel Customer Marketing Manager, Beer On Trade:** Lead beer trade marketing team, supervising 3 professionals engaged in managing 3 channels: corporate accounts / hotels, nightclubs and restaurant / snack trade. Develop and deploy strategies to improve market share and grow revenue for 4 leading beer categories. Align team activities with corporate brand and market strategies, defining market needs and driving execution across channels and categories.

#### Key Accomplishments:

- Drove significant sales gains, improving distribution numbers and deploying rotation kits that enhanced overall outlet beer sales by 25% and specific brand rotation by 45%.
- Played a key role in creating a new long-term marketing strategy that focuses on building priority channels; led reorganisation of team into channels.
- Built consensus on team for "sell in" and "sell out" strategy (instead of "sell in" only) and leveraged spirits background to develop premium campaign approach to improve brand image.
- Recognised for exceptional performance with nomination for company's European World award for best innovation; also won 1<sup>st</sup> prize in Europe for product rollout performance.

### COMPANY, Location • 2002-2011

*Beverage distributor that handles various brands; comprised of 80 employees.*

**Field Sales Manager (2011):** Led a team of 15 merchandisers. Provided sales training and support. Analysed new market and developed and implemented strategy to grow Martini brand market share at the point of sale, improving quality perceptions. Generated metrics to enable marketing team to assess status and develop new plan to grow sales.

#### Key Accomplishments:

- Positioned marketing group to grow profits by delivering reports that provided key insights and prepared team to expand sales in new categories (gin and whisky brands).
- Successfully motivated overly complacent team, leading by example and providing challenging goals to improve performance.

**Senior Trade Marketing Specialist (2006-2011) / Trade Marketing Specialist (2003-2006) / Trade Marketing Assistant (2002-2003):** Evaluated organisation and worked with colleagues to improve processes and strategies. Analysed nightclub outlet market and wholesale operations, developing and implementing strategies to improve market share. Created new CRM program. Leveraged field operations knowledge to develop wholesale strategy, generate qualitative data and create new approach for brand management. Developed reports to monitor performance.

**Key Accomplishments:**

- Skilfully led promotions, generating data to assess performance and maximise ROI.
- Worked closely with top clients to expand relationships, activating luxury brands at major outlets.
- Developed and managed a highly effective CRM program that measurably improved the company brand and elevated awareness with major clients.
- Significantly improved team efficiency by creating new processes and reorganising group to capitalise on strengths and increase focus.

**CAREER NOTE:** Served as **Product Manager** at Company (1999-2002), gaining international experience by driving sports retail market share in Europe. Earlier job history includes a **Sales Manager** position at Company, overseeing 15 employees and managing largest sports retailer's largest department nationwide.

**EDUCATION & PROFESSIONAL TRAINING**

**Executive Master's Degree in Sales & Trade Marketing**  
University, Location

**Bachelor's Degree in Business Management**  
University, Location

**LANGUAGES**

Fluent in Portuguese / French (mother tongues) and English