

Retail To Health Insurance Marketing. Retailer seeks healthcare marketing position. Reverse Chronological. Requirements: Bachelor's degree in business or marketing¹, min. 5 years' experience in marketing, or in education/marketing mix², knowledge of healthcare industry³, Leadership in collaborative work environment⁴.

Lauren L. Simpson

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Objective: Marketing Planning Specialist – for health care insurance company to coordinate marketing of government program segments, including Medicare, Public Programs, and Federal Employee Programs; to work with corporate communications and outside vendors in development of marketing collateral, direct mail and advertising; and to assist Market Segment Manager.

Summary Of Qualifications:

- Five years' marketing/education experience²
- Liaison with corporate communications and vendors
- Develop effective marketing materials, direct mail projects
- Coordinate marketing campaigns for new and existing products
- Assist Market Segment Manager with market analysis, strategy, planning and reporting
- Assist with marketing plans to grow enrollment programs
- Coordinate new product introductions
- Lead teams for collaborative marketing projects⁴
- Expert in Excel, Word, PowerPoint skills
- Skilled oral communicator, competent writer and editor

Professional Experience:

Brilliant Buyers Inc.²

Austin, Texas

Company is a specialty airport retailer selling 10 brands in 67 stores in major airports throughout U.S.

[dates]

Merchandising Coordinator

- Buyer's right hand in selecting and marketing merchandise for 67 stores. Set up new vendors, create SKUs, place and expedite orders.
- Responsible for product launches in four separate concepts: Silver, Gold, Playful Kids and DogTown. Use strong communications skills to make product presentations to store personnel.
- Supervise implementation of products into stores. Give work direction and supervise employee set-ups of new product lines.
- Problem solving 24/7: Communicate with vendors, manufacturers, and receivers to resolve shipment problems; for example, product out of stock, wrong product, or shipment to wrong location.
- Created model for quarterly human resources newsletter distributed to all employees, explaining merchandising policies and highlighting new products.
- Organize and conduct quarterly schedule of Webcasts for all store managers, in which managers have opportunity to ask questions of buyer and receive answers. Conduct conference calls intermittently as needed. The agenda for both Webcasts and conference calls include new product assortment, floor sets, markdowns, and sales and promotions.
- Competent with paperwork: Review and approve all tickets and receivers for hundreds of purchase orders going to 67 stores weekly.
- Meet weekly with buyers and merchandising assistants to discuss sales, budgets, and airport news—terminal closures and construction or strikes—impacting company sales.

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Accomplishments

- In a commendation to my personnel file, HR Director complimented me on creating the model for a quarterly human resources newsletter, complimenting me on my "professionalism, creativity, and presentation of company values." Additionally, the director praised my "marketing presentation approach to the newsletter, which 'made all the difference in readability.' "
- After six months of assisting buyer in making product presentations to store personnel, buy has since sent me solo to 35 stores, expressing confidence in my "gifted marketing and sales abilities."
- Product returns from stores down 12 percent since my involvement in marketing merchandise.

LouAnn's

Based in Denver, LouAnn's is a division of Outwear, FAS, with apparel marketed to professional middle-to-upper income women in 220 stores across the U.S.

Assistant Manager, Barton Creek Square, Austin, Texas

[dates]

Sales Associate & Manager-In-Training, Barton Creek Square, Austin, Texas

[dates]

Sales Associate, Tysons Corner Center, McLean, Va.

[dates]

Marketing Management

- Met national goals and competed with stores across the U.S. for daily sales results, as well as comparable percentages over the previous year.
- Supervised two to three part-time sales reps per shift.
- Trained employees how best to utilize the preferred corporate selling system and industry standards for up-selling.
- Met daily management responsibilities: maintaining sales floor, inventory, shipping, ordering and record-keeping. Keyboard 40 WPM, competent use of Microsoft Suite, including Word, Excel, Outlook and PowerPoint.

Accomplishments

- Personally delivered one-third of overall store revenues by closing \$30,000 to \$40,000 sales per month in store with 7 staff (3 full time, 4 part time).
- Consistently maximized income through commissions earned.
- In three months [dates], averaged \$15,000 per month sales from regular customers.

Other Experience:

Blue Circle/Blue Badge of Virginia³

[dates]

McLean, Va.

State office of health insurance company.

Administrative Assistant

- After high school, worked one year in administration for government marketing department.
- Compiled marketing analysis, and supported cross-company project teams.

Education:

Bachelor of Science, McCombs School of Business¹

[date]

University of Texas, Austin