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Executive Resume Sample

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Kayla Martov
VP Marketing
Cellit Systems
1088 Daylight Place
Suite 1000
New Orleans, LA

Ms. Martov,

Please find enclosed my resume submitted in consideration for your position of Assistant Vice President of Marketing.

As you will see by the enclosed resume, I am experienced in developing ad campaigns and strategic alliances for my clients. You can find more details about my skills and abilities on a website I've recently created: www.BryghtBranding.com.

Although I am currently employed in a high-level position at Bryght Branding in Los Angeles, California, I have relatives in the New Orleans area and would appreciate an opportunity to expand my horizons beyond southern California. As you have an expanding Latino population in southern Louisiana, I believe my bilingual skills and experience with the Latino market and with Mexican imports in particular would greatly benefit your company.

I hope to hear from you soon.

Sincerely,

Renee Belveal
Senior Branding Manager
Bryght Branding
555-555-1212
rb@BryghtBranding.com
www.BryghtBranding.com



Resume

Application for Assistant Vice President of Marketing

Prepared for: Kayla Martov
VP Marketing

Prepared by: Renee Belveal
Senior Branding Manager

Description

As you have an expanding Latino population in southern Louisiana, I believe my bilingual skills and experience with the Latino market and with Mexican imports in particular would greatly benefit your company.



Employment

Bryght Branding, Los Angeles, CA, 2004 -Present **Senior Branding Manager**

- ✚ Developed and managed print, electronic, and television campaigns for Susi Santi, Trop Fine Foods, Royalti Cafes, and various other companies
- ✚ Performed market opportunity research and positioning
- ✚ Initiated and managed successful brand development
- ✚ Did tactical market planning
- ✚ Formed strategic alliances with complementary partners

My Castle Marketing, San Diego, CA, 2000-2004 **Senior Marketing & Development Manager**

- ✚ Developed campaigns for two new furniture retailers
- ✚ Established alliances between three well-known designers to jointly market their products, increasing sales for all three
- ✚ Initiated promotional strategy for a new line of non-toxic paints
- ✚ Researched and developed an international market for a line of paintings and fine ceramics

Mis Cosas Inc., San Diego, CA, 1998-2000 **Marketing Manager**

- ✚ Introduced line of Mexican food products to U.S. market
- ✚ Developed bilingual campaign to appeal to general public in southern California
- ✚ Negotiated a strategic alliance with Cadena Calvero, a chain of stores selling Mexican goods
- ✚ Created strategic campaign for Si! Yo Soy! soy milk product.
- ✚ Created new packaging designs for all products
- ✚ Designed and placed print ads and radio spots to introduce products

Cervezas y Mas Cervezas, San Diego, CA, 1996-1998 **Senior Marketer**

- ✚ Developed campaign introducing this Mexican beer importer to U.S. market
- ✚ Created new labels and packaging for U.S. Market
- ✚ Negotiated an export deal for U.S. company to export their product to Mexico in exchange for importing the Mexican brand





Education

Degrees

University of Southern California, Marshall School of Business

B.S. in Business, Marketing Focus, 1992 Senior Project – Developed new public service campaign to stop cruelty to animals.

University of California

Masters in Business Administration, 1995

Seminars, Conferences, and Workshops Attended

- ✚ Marketing in the Digital Age Conference
- ✚ Developing Understandable Accounting Workshop
- ✚ The 60-Second Message Workshop
- ✚ E-Commerce Conference
- ✚ Challenges of the World Wide Web Conference
- ✚ Techniques of Data Mining Seminar
- ✚ Fundamental Approaches to Selling Your Business Seminar
- ✚ Predicting the Future in Advertising Seminar
- ✚ Perfect Presentations in Fifteen Minutes Workshop
- ✚ “Not ‘What Now?’ but ‘What? Wow!’” Workshop



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