

Robert Nourse

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MARKETING & OPERATIONS MANAGEMENT

SUMMARY

Innovative, degreed professional looking to change career paths and obtain a rewarding career opportunity in Marketing with a progressive and dynamic organization. Experience working in high stress, fast-paced environments demanding strong organizational, moral and interpersonal skills. Confident and poised in interactions with individuals at all levels. Able to execute a wide range of marketing, advertising and research techniques necessary to meet and exceed client expectations. Strengths include;

- **Account Management & Development**
- **Marketing & Advertising Management**
- **Market Research & Analysis**
- **Sales Management**
- **Technical & Support Training**
- **Customer & Client Services**

EDUCATION

BACHELOR OF SCIENCE • BUSINESS MARKETING

Ferris State University

Big Rapids, MI

1998

Computer Literacy: Proficient in the use of applications including Microsoft Office 2000 Pro (Word, Excel, Power Point & Access) as well as software such as Visio, PhotoShop, InDesign and Quark.

PROFESSIONAL EXPERIENCE

Optimum LLC

Anywhere, IL

1994 - Present

OPERATIONS MANAGER/MARKETING MANAGER (1999 – Present)

International leader in software and marketing manufacturing.

- Supervise and manage all daily operations including the administration and management of 120 plus staff members employed on multiple shifts.
- Manage and maintain trafficking and production of client marketing sites while constantly improving productivity and generating new business.
- Hired and trained over 150 employees including Sales Representatives, Management and Team Directors, Marketing professionals and CSR's.
- Developed and assisted in the launch of 15 new accounts.
- Oversee and lead in the development of new products to increase productivity, profitability and a greater share of the market place.
- Implemented Cost Metrics for new accounts including the estimating and calculating of costs for new accounts as well as the negotiation of contractual and sales agreements.
- Coordinate and schedule weekly corporate meetings with staff.
- Assist in the training of new company CRM tool as well as creating and building applications and reports customized to the company.
- Develop and maintain client relationships as well as analyze and resolve issues to client and company satisfaction.
- Analyze and create competitive market analysis surveys for new and existing clients.

MARKETING SPECIALIST (1994 – 1999)

- Supervised and managed a team of 12 full-time and 50 part-time employees.

- Actively represent marketing requirements for North America to the Director of North American Product Portfolio and Business Management, Global Marketing and Product Marketing teams.
- Assisted with cradle-to-grave mgmt of bringing product to market including business case, launch planning, design verification and market acceptance.
- Conducted in-depth business needs analyses with various client accounts in order to analyze and recommend various products to meet those needs.
- Performed extensive research in regards to marketing data, trends, and other information to formulate creative concepts.
- Developed sales and marketing plans through the analysis of market research, trends and competition to enhance market intelligence.
- Worked collaboratively with Sales, Engineering, Operations, and Marketing support groups; identifies, pricing and volume forecasts, and product positioning in the marketplace.
- Championed pre-launch and competitive product evaluations and manage pre-launch product sample allocation and distribution.
- Planned, scheduled, and coordinated special events, trade shows and promotions for the marketing and sale of product line.

Accomplishments

- Increased productivity by implementing a system that reduced cycle time by 50%.
- Designed and developed new organizational system and workflow operational layouts to substantially increase productivity.
- Increased product profitability by 85% and increased customer satisfaction.
- Conceptualized and developed new time tracking system to accurately capture data on personal and how that relates to productivity and profitability.
- Instrumental in growing the company to be one of the top ten most successful websites for over 10 months.
- Created and authored company training manual for Web Content Entry operations and incentive awards to keep employees productive.