

Jonathon Candidate

1234 Seeker Lane • Chicago, IL 55555 • 123-456-7890 • jobhunter@hotmail.com

QUALIFICATIONS SUMMARY

Innovative and professional high energy thinker who observes and channels the obvious in non-traditional ways to achieve business results and ignite team performance. Successful at building and leading world-class marketing teams in the marketplace. Strong business acumen with the ability to execute a wide range of marketing strategies designed to establish market presence and increase revenues and profitability. A top rated, proven performer who easily moves from vision and strategy to implementation with a consumer products focus. Strengths and proficiencies include:

- P & L Brand Management
- Consumer Marketing & Advertising
- International Market Development
- Strategic Alliances & Partnerships
- Team Building & Development
- Major Account Development

PROFESSIONAL EXPERIENCE

PARIS PRESENTS, INC. Gurnee, IL 2003 - Present
LEADING MANUFACTURER IN THE CREATION AND DISTRIBUTION OF COSMETIC, BATH AND BODY, AND TRAVEL PRODUCTS FOR MASS, SPECIALTY AND DEPARTMENT STORES.

International Director, Sourcing & Procurement

- Create and direct a team in expanding sourcing into Asia with a goal to counteract significant competitive pricing pressures and to generate profitability gains for the company.
- Provide optimal use of capital to minimize procurement and inventory cost and maximize revenue while maintaining the long-term goal of the company's generating assets.
- Achieved overseas production from nearly zero to 80%+ in one year which afforded lower costs and a competitive advantage to Paris over our competition.
- Developed comprehensive project structure and action plans, allocated resources, and identified/qualified potential contract manufacturers despite tight time constraints and enormous logistical challenges. Travel extensively to Hong Kong/China.

Director of Marketing

- Supervised the account management team for the Target and Kmart private label bath care lines, as well as all PPI-branded products.
- Led various strategic and tactical programs with modern tools, innovative programs, and excitement.
- Achieved double-digit sales gains in Wal-Mart and Boots UK business through comprehensive sales presentations for Ms. Manicure and Ms. Pedicure.
- Spearheaded cost savings initiatives that saved the company over \$500,000 annually.
- Achieved exponential sales growth through successful launch of 2 private label bath lines (Luxe and Day Spa), and expansion of the Bathery bath accessory line.
- Led Bathery and Luxe to the #1 bath accessory and bath liquid lines in FDM channels.
- Awarded Target's 2004 Vendor of the Year designation, replacing Procter & Gamble as Category Captain for Target's Bath & Body Dept.
- Restaged Body Benefits bath line (#2 in FDM), generating +15% sales increase.
- Optimized the Body Image bath liquid line, which fostered a +10% sales growth despite double-digit Kmart chain wide same-store sales declines.

CONSULTING TROUPE Chicago, IL 1999 - 2002
Principal

- Created and developed innovative and aggressive new product marketing and advertising campaigns, promotions and product line development.
- Championed project management efforts for clients in the consumer product, non-profit, and business-to-business arenas.
- Consulted part-time while pursuing a graduate degree full-time.

ALBERTO-CULVER COMPANY

Melrose Park, IL

1988 - 1998

A \$2 BILLION PERSONAL CARE AND HOUSEHOLD PRODUCTS COMPANY.

Group Marketing Manager

- Creatively developed and executed all initiatives including market research and business analysis.
- Acted as main driver in corporate acquisition task force responsible for the acquisition of the St. Ives Swiss Formula \$100 million-plus personal care business.
- Identified St. Ives as a prospective candidate, developed comprehensive opportunity analysis, and conducted due diligence.
- Monitored and evaluated category performance ensuring that sales volume goals, profit goals, and company objectives were met.
- Managed and directed all marketing and P&L efforts for St. Ives \$70 million skin care business.
- Re-launched two leading St. Ives franchises – Body Lotions and Facial lines with refreshed graphics, enhanced product lineups, and cutting edge anti-aging technologies.
- Introduced unique St. Ives Body Wash featuring unique flavors and breakthrough packaging, which achieved top-5 market share.

Sr. Brand Manager

- Directed and managed all new product efforts for Alberto Culver's \$300 million consumer products division.
- Managed and oversaw all volume & profit objectives, strategies, and innovation programs based on a solid understanding of the categories and strong financial acumen.
- Championed 15-member cross-functional team in developing all proposition elements (concept, advertising, product, packaging, P&L) in introducing several new product lines.
- New businesses included Andrew Collinge Salon Solutions QVC (British Hairdresser of the Year) and line extensions for Mrs. Dash (Papa Dash Lite Salt, Mrs. Dash Gallant Garlic) and Molly McButter.
- Developed and managed Alberto-Culver's first "Fun Committee," which successfully generated a 30% increase in morale after 6 months.

FOOTE, CONE & BELDING ADVERTISING

Chicago, IL

1984 - 1988

ONE OF THE TOP 10 LEADING ADVERTISING AGENCY NETWORKS IN THE WORLD.

Sr. Account Executive

- As "Rent-A-Brand Manager", I was responsible for an unusual and extremely prestigious marketing assignment that Kraft executives personally hired me to undertake involving a special refrigerated food project for Kraft General Foods.
- Spearheaded a dynamic cross-functional team in developing/testing concepts, identifying contract manufacturer, and test market readying a product line in 6 months.
- Generated two separate new product assignments from Kraft based on creation and presentation of innovative new product ideas.
- Managed introductory advertising for Sara Lee Croissant line extensions.
- Developed an innovative "Approaches to Food Advertising" presentation, which was incorporated into an FCB advertising document used worldwide.
- Oversaw and sold the Kleenex Softique tissue Clio Award-winning Runny Nose campaign for the Kimberly-Clark account.
- Developed a "human need" advertising strategy that led to an award-winning Kleenex tissue campaign that reversed declining sales and share.

EDUCATION

PURDUE UNIVERSITY

West Lafayette, IN

Master of Business Administration

NORTHWESTERN UNIVERSITY

Evanston, IL

Master of Arts Degree • Psychology

UNIVERSITY OF NOTRE DAME

South Bend, IN

Bachelors of Business Administration • Concentration in Finance