

John Smith

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Summary

Progressive marketing and social media marketing experience. Expertise on Branding, problem solving, cost & time containment, and budgeting.

EDUCATION

University of Georgia
BA Marketing - GPA: 3.69

Aug '00 – May '14

EXPERIENCE

AirBnB, Sales Representative **Atlanta, GA** **May '18-Present**

- Institute national sales and marketing campaign, resulting in 30% revenue growth, exceeding sales quotas for five years.
- Initiate engineering changes for OEM customer program, reducing material and labor costs and leading to a 10% increase in profitability.
- Develop and manage major customer cost saving program. Implement project management techniques. Direct cross-functional team of Engineering and Sales. Program generated over \$5 million in savings, benefiting both customer and corporate ROI.
- Successfully petitioned Georgia Chamber of Commerce to ban trademark infringements throughout Georgia saving \$1 million in potential lost revenue.
- Act as corporate commercial liaison for joint venture across southern U.S., maintained local content requirements, coordinated new product development utilizing technology transfer.

WeWork, Marketing Intern **Atlanta,GA** **June '13 - Oct '2013**

- Supervise promotion, pricing, and product line plans for southern U.S., oversee day-to-day activities of Business Analysts and Jr. Marketing Managers, and partnered with national markets.
- Initiate, drive, and consolidate integrated marketing plans across regions to produce resource allocation efficiency and improve company profitability. Reduce SKU count 10% annually while increasing sales.
- Review and develop marketing plans for southern U.S. based on key operating indicators. Increase national sales 13% annually.
- Review product pricing by market to ensure strategies support growth and margin objectives. Present pricing to President and VP of Finance for final approval.

Oracle, Sales Intern Lead **Atlanta, GA** **Dec '11 - March '12**

- Coach and mentor to interns, providing career coaching, and assisting with projects and presentations.
- Ensure interns are trained and developed for inside and outside sales, using effective presentation and negotiation skills in order to meet sales goals.
- Complete position specific training plan, and engaged in continuous development utilizing a developmental plan.

Google, Marketing & Sales Intern **Atlanta,GA** **May '10 - Sept '10**

- Work closely with key account managers in the consumer goods department to successfully acquire L'Oréal, Natura, and P&G as clients.

SKILLS

Google Analytics, Google Adwords, SEO, STATA, Tableau, Python, WordPress, HTML/CSS, Business Development, Marketing Strategy, Partnership Development, Team Player, leadership