

ALLAN BROWN

2 Main Street SW • Hollister, CA 12345
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Areas of Expertise:

Online / Offline Marketing Strategies • Demand Generation Marketing • Competitive Market Analysis
Corporate Communications • Brand Management • Budget Management • Event Planning
Project Management • Marketing Collateral • Customer Relationship Management
Staff Management • Retail Sales and Management • Strategic Partnerships

MARKETING EXPERIENCE

- Experienced and results-oriented marketing professional, with practical experience in all phases of marketing, communications and project management.
 - Proven ability to increase ROI, build brand awareness and promote a company's image.
 - Expert at building strong relationships with business partners and collaborating with cross-functional teams to increase sales and elevate revenue.
 - Solid leadership and team-building skills with a participatory management style.
 - Strong analytical skills; able to scrutinize data to determine effectiveness.
 - Recognized for ability to create successful integrated marketing campaigns, as well as lead, motivate, and inspire teams to meet and surpass corporate goals and objectives.
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PROFESSIONAL EXPERIENCE

MARKETING CONSULTANT, San Francisco Bay Area • 1998-2002 / 2005-Present

Retained by clients to build brand awareness and generate leads; manage internal and external marketing campaigns and programs. Develop creative sales tools, including presentations, trend reports, kitted assets and product data sheets. Conduct market research to rationalize category and segment opportunities. Selected engagements include:

Charles Schwab, Inc (Institutional Marketing): Senior Marketing Manager – Contractor

- Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing standardized processes and procedures.
- Effectively managed and executed all Marcom to registered investment advisors on GrowthPoint events and initiatives.
- Implemented all targeted Marcom on the industry-leading 2009 RIA Benchmarking Study by Charles Schwab; scheduled to launch in February '09.

PeopleSoft (Services Division)

- Generated a 74% attendance rate for a national executive seminar series for a PeopleSoft8 lead generation program.

Oracle Corporation (Application Campaigns): Marketing Manager - Contractor

- Managed internal web-based demand generation campaigns; collaborated with internal channels to ensure brand consistency and best practices.
- Project managed timelines, content, list pulls and logistics; developed backend tracking URLs to measure campaign results to determine ROI.

ZD Studios (Ziff Davis Events)

- Organized and executed worldwide multi-lingual lead generation seminars in 20 cities within four months; compiled lists of up to 5K participants for each city/seminar to ensure participation of at least 50 attendees.
- Managed and executed trade shows for client partnerships on time and within budget.

Oracle Corporation (Oracle University)

- Achieved a 10% ROI by developing and integrating targeted online/offline lead generation programs, including email campaigns, banner ads, direct mail, PR and telemarketing.
- Successfully project managed numerous multi-lingual direct/email campaigns simultaneously.

SAM'S, Tiburon, CA • '05-'07

General Manager / Owner: Operated and merchandised a high-end retail gift store; managed day-to-day operations. Created reports for payroll tax, sales tax, profitability and inventory analysis. Implemented an e-commerce website for the store. Managed, hired and trained new employees.

ALLAN BROWN AUXILARY, San Francisco, CA • '01-'05

President/Board Member: Conducted fundraising initiatives and managed marketing campaigns, community volunteers, sponsorships and special events. Collaborated with designers and spearheaded the development of the organization's web site and collateral pieces.

ALLAN BROWN PARTNERS, INC., Larkspur, CA • '96-'98

Marketing Programs Manager: Managed marketing programs and sales initiatives for trade shows, lead generation seminars and sales materials. Analyzed corporate strategy and conducted budget analysis to determine ROI. Implemented and drove strategic initiatives with key clients; cultivated new business development opportunities.

ALLAN BROWN LIFE ASSURANCE COMPANY, San Francisco, CA • '95-'96

Sales and Marketing Associate: Sold life insurance, TSA/403b's and other investment products to schoolteachers and non-profit employees. Identified and secured new accounts; managed and maintained existing client accounts. Ensured quality service and customer satisfaction.

- Increased client base by 25% during tenure.
- Generated additional sales by educating clients on current market conditions pertaining to their retirement plans and life insurance needs.

ALLAN BROWN FINANCIAL SERVICES, San Francisco, CA • '91-'95

Supervisor, Client Services: Managed 15+ call center representatives; oversaw outbound telemarketing strategies for regional territory. Developed new customer service programs and improved call center processes. Hired and trained new employees; conducted performance reviews.

- Increased overall customer satisfaction by more than 35% by designing targeted call center reports to accurately project call volume to effectively manage staffing needs.
- Designed and implemented a \$3.1M "Redemption Save Program" to monitor corporate assets.
- Earned recognition from management and achieved bonuses for over achieving sales goals.

EDUCATION & COMPUTER SKILLS

Multimedia Classes • San Francisco State University

Fitness Management • University of Oregon

General Business, Associates Degree • Allan Brown Community College

MS Office • Adobe Acrobat / Photo Shop Elements • Goldmine • ACT • FileMaker Pro • dBase

MS Access • Basic HTML • Keystroke POS • QuickBooks 2005 • eBay • Craig's List • ACT 5.0

Photoshop • Internet Research Techniques