

## MARY SMITH

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Anytown, WA 99999

marysmith@email.com  
555.555.5555

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### PROJECT/PROGRAM MANAGER

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Business professional with proven skills in project/program management and relationship-building, as well as successful experience managing integration and implementation of programs and products.

- 8 years progressive experience creating dynamic marketing campaigns, long-range strategies and innovative avenues for growth.
- Specific experience coordinating content for Intranet and customer websites; familiar with SharePoint.
- Proven track record of creating marketing tools for sales teams and channels.
- Able to prioritize and oversee multiple tasks and assignments simultaneously, establishing program timelines and achieving target schedules.
- Effective in interpreting, analyzing and tracking complex data with accuracy and communicating information clearly to internal and external audiences.
- A highly organized, cross-functional team leader who demonstrates initiative and follow-through.

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### PROFESSIONAL EXPERIENCE

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#### ABC Corp.

2006–Present

##### Program Manager

Responsible for managing multiple Fortune 100 companies' web and store retail programs for branded merchandise, working directly with a broad range of clients.

- Develop and execute client-specific business strategies, including analyzing P&L, maximizing profitability and sales margins, preparing budget and sales forecasting and managing inventory.
- Plan and execute retail promotions and product features, maximizing growth across sales channels.
- Create and deliver Business Reviews for clients, including business intelligence analysis and adverse result mitigation.
- Produce and update scorecards for new and existing clients.
- Exceeded sales goal by 50% for 2 consecutive years, while selling through old inventory and enabling launch of newer, marketable products in line.
- Reduced key client's inventory liability from \$1.3MM to \$600k in seven months through tactical marketing and opening sales channels.

#### ABC Corp.

2006

##### Manager

Responsible for marketing Blackberry products in retail, indirect, web and direct mail channels. Managed vendor relationships, in addition to strategy development and execution of product marketing roadmaps.

- Defined market opportunity, launch dependencies, channel execution, system integration and sales training for BlackBerry products across all national retail sales channels.
- Championed regional marketing programs for all channels, including customer promotions, sales training and incentives, direct mail, sales collateral and advertising aimed at increasing subscribers.
- Facilitated device launch and training tools to achieve sales goals.
- Spearheaded small business strategy with revenue forecasted for year one of \$13M, with incremental subscriber adds of 100,000 by the end of the 3<sup>rd</sup> year.

#### ABC Corp.

2005

##### Specialist, Product Marketing

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Responsible for product marketing and providing operational support to billing platform vendor. Developed tactical marketing programs and collateral, managing B2C direct mail and text campaigns.

- Designed and presented billing system training for sales channel, improving customer experience and reducing order processing errors by 50%.
- Led system enhancement project enabling automatic SMS payment date reminders, reducing churn and resulting in 5% decrease in the first month.
- Formulated market research for better understanding of target customer tendencies.

**ABC Corp.**

**2003–2005**

**Senior Associate – Client Services/Marketing**

Responsible for improving efficiency of marketing processes and establishing interdepartmental procedures.

- Created and revamped collateral; redesigned sales collateral ordering system, reducing cycle time by 15%.
- Streamlined and implemented new training suite.

**ABC Corp.**

**1999–2002**

**Strategic Alliance Specialist – Partnership Marketing National Accounts (2001–2002)**

Responsible for managing partnerships, which provided service to 500,000 national corporate account end-users representing more than \$10M in revenue. Facilitated development of new partnerships.

- Created project documentation to expand affiliate and partner reach.
- Provided leadership to cross-functional project teams, including vendors, partners and internal staff, launching approved marketing projects on time and within budget.
- Created comprehensive reporting for Senior Management on partnership programs and markets, resulting in enhanced understanding of operating results, financial statements and emerging trends.
- Implemented internal controls and procedures, resulting in collection of \$1M in receivables from the partner service providers.
- Designed, implemented and maintained sales contact database, improving overall customer experience, communication between organizations and lead generation.
- Developed and implemented training program modules and documentation.
- Drove \$1M in incremental revenue through partner development activities by improving communication and processes within sales channels.
- Reduced operating costs of partnership program by \$300k by implementing a more efficient information exchange paradigm.

**Market Relations Specialist – National Business Services (2000–2001)**

Responsible for developing and maintaining Intranet website, improving department communications and lead generation. Promoted from Order Closure Representative within 1 year of hire date.

- Created sales and support procedures and policies to improve operational efficiencies across regions and between partner organizations.

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**EDUCATION & PROFESSIONAL DEVELOPMENT**

**Seminars in Project Management, Presenting Data & Information and Effective Communication**

**UNIVERSITY OF WASHINGTON**  
**Bachelor of Arts**

**1999**