

Hermione Granger

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Summary is an option when you are connecting related job skills relevant to the position you are applying for. This does not apply to highlighting transferable soft skills.

Summary: Over 6 years of experience successfully merging product development, marketing, and sales. Consistently promoted for driving company growth through innovative product design, influential leadership, and strategic marketing. Recognized and promoted for exceeding sales goals by bridging connections between the consumer and production throughout the product development cycle.

Core Competencies

Product Development
Client Satisfaction
Growth Oriented

Product Branding
Relationship Development
Market Research

Core Competencies: Option to have this section in certain industries. Make sure to also highlight competencies in your cover letter.

Professional Experience

REEBOK, BOSTON, MA

June 2019 - Present

Associated Product Manager

- Conduct market research, analyze and evaluate data for 3 new product lines. Report results to cross-functional team to determine optimal solutions before product launch
- Manage product initiation and development process of 5 upcoming Reebok models
- Produce cohesive and integrated merchandising plan for footwear technology and pricing of running collection
- Facilitate 15+ focus groups annually and organize merchandising events to validate youth specific models
- Manage relationships with Asia-Pacific markets to deliver a targeted global product line
- Develop and oversee the production of print and multi-media informational tools for 3 new product lines to educate sales force and retailers about new products and increase sales

Promotions Associate

April 2018 - June 2019

- Developed and maintained relationships with 20-person Running Specialty advisory boards and 75+ sales representatives to identify new strategic product and promotional opportunities to drive sales
- Devised and executed promotional marketing campaigns for local Boston markets with cross-functional team of 6 in marketing and sales and drove Reebok sales through Running Specialty channel
- Initiated seeding program for key product launches and negotiated sponsorship opportunities to increase brand presence and stronger account relationships
- Overhauled Reebok booth operating costs for trade shows by integrating and streamlining sales team, reducing costs by \$300K per trade show
- Managed bookings, delivery and promotional strategies for all tier 2 and tier 3 running expos

NEW BALANCE, BOSTON, MA

October 2015 - April 2018

Associate Manager - Marketing

- Oversaw strategic positioning and content management for New Balance's 3 top performing websites
- Managed cross-functional team of 6 and delivered successful integrated marketing programs resulting in increasing online purchasing by
- Drove 400,000+ consumers to experience 13:30 minutes of product branding
- Developed partnership with Runner's World magazine to create nbrunner.com (site that provides runners with necessary information)
- Published quarterly online product catalog; production included photo management, product research, forecasting and copy writing

Promotional Marketing Specialist

June 2014 - October 2015

- Managed scheduling of annual national New Balance DMX Mobile Tour, compiled and prioritized event requests from national account managers, brand managers and other stakeholders
- Determined allocation of local New Balance product donations; facilitated distribution of charitable contributions to over 50 local and national charities
- Oversaw vendor execution of promotional programs for 25 national accounts. Conducted in-person and online training for managers and regional sales associates to ensure promotional programs were run correctly

Education

NORTHEASTERN UNIVERSITY, BOSTON, MA

Bachelor of Science in Philosophy, magna cum laude

May 2014

Joyce Robertson

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SUMMARY

Successful marketing professional with strong skills in integrating visual and graphic design with sales and brand development. Proven community relations specialist through establishing relationships with key government, corporate and media stakeholders, to successfully promote brands, procure funding and increase sales.

CORE COMPETENCIES

Marketing Communication
Business Development
Fundraising and Sponsorship Development
Project Management

Contract Management
Strategic Planning
Marketing Management
Community Outreach

Core Competencies: OK to have this section in certain industries. Make sure to also highlight them in your cover letter.

EDUCATION

Northeastern University, Boston, MA

May 2018

Master of Business Administration

Dual Concentration: Marketing, International Business

Anytown State University, Any town, State

May 2016

Bachelor of Arts in Mass Communication, magna cum laude

EXPERIENCE

ABC Bookstore, Tampa, FL

April 2017 – Present

Community Relations Manager

Managed the leading Community Relations Program in institutional sales. Developed local sponsorships with arts, literacy and education programs. Managed bookfair fundraising program for Tampa/Brandon area. Maintained local and state governmental contracts. Planned all in-store and off-site events.

- Increased annual outside sales 220% to 1.8 million
- Secured participation in \$35,000 state contract for library materials increasing regional sales +\$800,000 by contract acquisition and opening new government markets
- Implemented state contract training program for 56 Florida stores
- Established key relationships with media which increased local exposure and built awareness of fundraising and outside sales program

Monster Marathon, Tampa, FL

October 2015 – March 2017

Marketing Coordinator

Created and implemented brand development project differentiating Monster Marathon from other national marathons.

Assisted with event planning, media buying, campaign development, volunteer management, and e-marketing.

- Increased community involvement by 13% through volunteer management and recruitment
- Created and developed Recap Book and DVD which communicated return on investment to sponsors, significantly improving relationships with corporate sponsors
- Developed strategic relationships with eight community groups to support branding project

Cape Joy Newspaper, Cape Joy, MA

May 2014 – August 2015

Assistant Editor

Planned events and promotions for all Cape Joy Junior events. Assisted in editing, graphic design, layout design, and relationship marketing with key accounts.

- Third place General Excellence Award, Newspaper Association of America Foundation, 2014
- Awarded Best Kids Publication, Suburban Newspapers Association, 2004
- Increased readership through elementary school curriculum programs

TECHNOLOGY

Design and Media Applications: Adobe Photoshop, Illustrator, PageMaker, InDesign, Movie Editing

Additional Applications: Microsoft Office Products (Word, Excel, PowerPoint, Access, Project)

PROFESSIONAL MEMBERSHIPS AND AWARDS

Memberships: American Marketing Association, Student Marketing Mentors

Awards: Addy Citation of Excellence; Tri-State Regional Marketing Association (2015); Top Advertising Designer, Southeast Missouri State University (2013)