

# Name Withheld

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**DIRECTOR OF MARKETING** with 15+ years of experience leveraging creative storytelling, consumer engagement, and strategic planning to competitively position brands and grow revenue. A visionary leader who excels in developing and executing effective marketing and branding campaigns, building and leading high-performing teams, and evaluating consumer needs. Brings exceptional skills in market trend analysis, presentation, and public relations.

## Key Strengths

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- Strategic Marketing
- Branding & Advertising
- Competitive Positioning
- Product Strategy
- National Market Expansion
- Foodservice & Retail
- Budget Development
- Quantitative & Qualitative Analysis
- Digital & Social Media Marketing

## Work Experience

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**ALASKA SEAFOOD MARKETING INSTITUTE (ASMI)**, Seattle, WA

**Director of Domestic Marketing**, 12/2016 to Present – *Partner with brands, retailers, distributors, foodservice operators, and nonprofits to create and promote synergistic brand stories communicating the health and environmental benefits of Alaska seafood. Supervise a team of four direct reports, four contractors, and two agencies and oversee a \$4M B2B budget for retail and foodservice. Co-manage a \$1M budget for consumer PR. Work with and liaise between teams in Seattle, WA, and Juneau, AK.*

- Oversee planning of national account promotions and sign off on all creative initiatives, including videos, digital and social media, collaterals, and website content
- Forge new strategic partnerships and cultivate existing relationships with national retailers and foodservice leaders, including Chateau St. Michelle, Alaskan Brewing Co., and Partnerships for a Healthier America
- Lead and collaborate across all ASMI programs to bring a holistic vision to marketing and branding strategy and
- Pilot innovative social media and digital strategies to unlock new demographics and identify promotional market opportunities

**COAST PRODUCE**, Los Angeles, CA

**Marketing/Branding Manager**, 04/2016 to 11/2016 – *Provided creative leadership and vision to establish Coast Produce as an artisan brand with high-end, organic packaging, new branding, and the merging of separate ethnic lines into the new “Coast Authentic” brand. Managed two full-time team members and five vendors.*

- Managed creative ad campaigns by developing strategies, coordinating ad buys, and overseeing social media marketing efforts
- Designed exhibits and collaterals and coordinated logistics for trade shows; engaged with the trade press and diverse decision-maker groups, including growers, suppliers, vendors, retailers, and foodservice buyers
- Upgraded polystyrene to 100% recycled PETE trays, eliminating introduction of 150 miles of harmful chemicals into environment

**PETALUMA CREAMERY**, Sonoma County, CA

**Marketing/Branding Manager**, 01/2015 to 03/2016 – *Designed and executed rebranding efforts for three lines, retaining the appeal and name recognition of the classic brand while targeting the step-up shopper. Managed consumer engagement by hosting events and trade shows.*

- Partnered with local and international marketing associations to promote the brand
- Applied quantitative and qualitative research and analysis into competitive market trends and consumer preferences to set growth-enhancing strategies and guide new product development

**INTERNATIONAL PROMOTIONS**, North Hollywood, CA

**Promotions & Marketing Manager**, 02/2014 to 12/2014 – *Supported company rebranding by designing new logo and assets and hiring/managing a website production contractor. Coordinated film and TV product placement and tie-ins with client advertising agencies. Targeted and developed relationships with prospects; created and delivered presentations and pitches to secure new clients.*

**DOUBLEWIDE DIGITAL**, Los Angeles, CA

**Co-Owner, Creative Director**, 03/2011 to 01/2014 – *Created show concepts and pitched them to networks, sponsors, and investors. Led creative development and production efforts, including budget and schedule management, talent recruitment, and asset creation. Redesigned movie key art for Netflix, Hulu, Roku, Xbox, and popcornflix.com apps.*

**MPH Entertainment**, Burbank, CA

**Lead Designer, Co-Producer**, 01/2007 to 02/2012 – *Co-produced TV properties by developing talent, directing photo and video shoots, and creating pitches, sizzles, and graphics. Managed licensing from start-up to products and shows in 90 countries.*

## Education

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**MFA in Mass Communications**, California State University, Northridge

**BA in Media Leadership**, The Evergreen State College