**İsim Soyisim**

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**SENIOR MARKETING MANAGER**

Creative and business-minded marketing and communications professional with 10 years of experience across a broad range of marketing functions and varied industry segments. Proven track record of combining vision, ingenuity, and strong business derision making with well-developed project management and leadership qualities to support go-to-market efforts, product launch., and branding/rebraradirtg initiatives, positioning companies and products for success. Areas of expertise include:

Strategic Business 17frecranctli'ingar:eRtgranding • Channel Marketing

* • Campaign Management
* Marketing Communications • Corporate Communications • Written Communication

**PROFESSIONAL EXPERIENCE**

BIOPHARMACEUTICALS CORPORATION, City, ST YYYY - **Present**

**Marketing & Communications Manager**

Brought on board to re-establish a Marketing Communications team to execute branding, PR, even., marketing collateral development, and online advertising. Created project management system and formulized plan for new product launches. Supervised team of it in executing all MarCom efforts: event coordination, branding, public relations, messaging, online advertising, and business development relationships. Managed budgets from $X million to SX

* **Established management program from the ground** up. Crafted exhibits to showcase products, managed   
  logistics, and trained an inside sales team. Generated a SXXX million return on investment to date.
* Lead **rebranding initiative and messaging platform** that elevated division's profile as a stand-alone brand -both intemally and among consumers.
* Served as the "face" of the organization, participating on industry and company panels, providing interviews, and executing all even., sal., and MarCom initiatives.

BIOTECH LABORATORI. INC., City, Si YYYY - YYYY

**Marketing Communications Manager**

**Hired as** second member of marketing team to support company's high growth from start-up organization. Coordinated events and tradeshows *(NW* events annually with budge. to $/00), executed product marketing strategies, managed PR timelines and deliverables, oversaw collateral creation, and managed internal and external investor relations and communication. Contributed to initial branding and messaging for employees, customers, and investors.

* Planned company's first overseas regional sales conference, a five-day event held in City, Country, featuring ti product lines, *titi#* attendees, and OM presenters from around the world.
* Managed launch of new product that achieved sal. of S.X million in YYYY. Executed aggressive PR campaign on limited budget of -5XXX
* Supported **WO with brand elements and development of printed materials** distributed to investors and Wall Street; **participated in IPO** activities, including managing logistics and social eve..
* **Established first worldwide sales conference, hosting *ii##* sales reps from** around the world for five days of comprehensive training and product awareness. Managed daily training sessions, social activities, and awards ceremony; secured sponsorships and promotional gifts; prepared speeches for and managed daily activities of top executives.