



MICHAEL ANDERSON

MARKETING PROMOTIONS MANAGER

PROFILE

Accomplished Retail Promotions Coordinator with a robust background in developing and executing marketing initiatives that drive consumer engagement and sales growth. Over seven years of experience in the retail sector, adept at crafting unique promotional strategies that align with brand messaging and resonate with target demographics. Demonstrated proficiency in utilizing both traditional and digital marketing platforms to maximize outreach and impact.

EXPERIENCE

MARKETING PROMOTIONS MANAGER

Innovative Retail Group

2016 - Present

- Led a team in the execution of promotional campaigns that resulted in a 20% increase in quarterly sales.
- Analyzed customer data to tailor marketing strategies that improved conversion rates.
- Developed promotional calendars that streamlined campaign planning and execution.
- Utilized CRM systems to track customer engagement and optimize promotional efforts.
- Coordinated cross-channel marketing initiatives to ensure cohesive messaging.
- Presented campaign results and insights to senior executives on a quarterly basis.

RETAIL MARKETING ASSOCIATE

Fashion Forward Retail

2014 - 2016

- Assisted in the planning and execution of promotional events, enhancing brand visibility.
- Conducted market research to identify customer preferences and inform promotional strategies.
- Created engaging content for promotional materials across various platforms.
- Monitored inventory levels for promotional items to ensure availability during events.
- Engaged with customers during events to gather feedback and improve future promotions.
- Collaborated with the sales team to align promotional activities with sales goals.

CONTACT

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SKILLS

- promotional strategy
- consumer engagement
- data analysis
- project management
- budget oversight
- content creation

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN
COMMUNICATION, UNIVERSITY OF
FLORIDA, 2014

ACHIEVEMENTS

- Increased brand awareness by 35% through targeted promotional campaigns.
- Received 'Employee of the Month' award for outstanding contributions to marketing initiatives.
- Successfully organized a promotional event that attracted over 10,000 attendees.