

Marketing Plan

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Target Functions

Product/Account Manager

Asst. Marketing Manager

Operations Manager

Areas of Expertise

Marketing/Project
Management

Management Skills

Information Systems

Budget management
Campaign strategy
development
Forecasting and analysis
List management
Database management
Vendor negotiations and
selection
Multiple project orientation
Pricing strategy
Customer service in/out
bound management
Order input and fulfillment
management

Budget planning
Expense control
Contract negotiation
Purchasing
Inventory and production
management
Team building
HR management
Training and development

Business systems planning
Data center operations
management
Voice and data systems
management

Profile

- ⇒ Marketing Professional with broad operations background. Customer base extends across direct marketing, domestic mass merchants and international wholesalers.
- ⇒ Director of sales and marketing operations for a \$30 million publisher and marketer.
- ⇒ Increased profitability 23% through effective vendor selection, negotiation and management.
- ⇒ Consistently meets project deadlines by coordinating priorities and project plans.
- ⇒ Manages direct mail campaigns, including list preparation, lettership/production, fulfillment and campaign reporting. Achieved response rate 3% above industry average.
- ⇒ Builds and develops cross-functional teams that get results.
- ⇒ Identifies and implements innovative solutions.
- ⇒ MBA in Business Management, minor in Statistics.

Employer History

Publishers, Inc. North American Merchants P&G General Foods

Personal Vision Statement
<ul style="list-style-type: none"> ⇒ Direct consumer; direct business-to-business; or direct campaign management company ⇒ Medium to large progressive company (1000-5000 employees) with high quality product which attracts top talent ⇒ Located within 60 minute commute ⇒ Entrepreneurial environment with visibility and growth potential within the company ⇒ Learning organization ⇒ Casual environment

Target Segments and Organizations	
<p style="text-align: center;">Direct Mail Consumer/BTB/Catalog</p> <ul style="list-style-type: none"> ⇒ Yale University Press ⇒ Marketing Data Retrieval ⇒ Cowles Enthusiast Media, Inc. ⇒ Thomas U.S. Inc ⇒ CUC International ⇒ Pepperidge Farm Inc. ⇒ Pilot Corporation of America ⇒ MBI Inc. ⇒ Danbury Mint ⇒ Grolier Direct Marketing ⇒ Micro Warehouse Inc ⇒ Tauton Press ⇒ Weekly Reader ⇒ Reader's Digest Association Inc ⇒ Guidepost A Church Corporation 	<p style="text-align: center;">Direct Mail BTB/Catalog</p> <ul style="list-style-type: none"> ⇒ Imprint Inc <hr/> <p style="text-align: center;">Catalog</p> <ul style="list-style-type: none"> ⇒ C.R. Gibson Co. ⇒ Seton Name Plate Company ⇒ The Srouse, Adler Company <hr/> <p style="text-align: center;">Marketing Management</p> <ul style="list-style-type: none"> ⇒ ADVO Systems Inc ⇒ Donnelley Marketing Inc ⇒ Clarion Marketing and Communications ⇒ Direct Media Inc