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| John Doe | |  |  | | --- | --- | | 8000 Saba Rd, Richmond, BC V6P 4B2 |  | | 778-123-1234 |  | | john.doe@gmail.com |  | | www.linkedin.com/in/justin.doe |  | |

**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**

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| --- | --- |
| Product Development | Product Branding |
| Client Satisfaction | Relationship Development |
| Growth Oriented | Market Research |

**Professional Experience**

**REEBOK, MUMBAI, INDIA**

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| *Associated Product Manager* | **April 2020 – July 2022** |

* Conducted market research, analyzed and evaluated data for 3 new product lines. Reported results to cross-functional team to determine optimal solutions before product launch
* Managed product initiation and development process of 5 upcoming Reebok models
* Facilitated 15+ focus groups annually and organized merchandising events to validate youth specific models
* Managed relationships with Asia-Pacific markets to deliver a targeted global product line
* Developed and oversaw 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

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| --- | --- |
| *Promotions Associate* | **June 2018 – March 2020** |

* 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 of6in 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 tradeshow

**NEW BALANCE, MUMBAI, INDIA**

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| *Promotional Marketing Specialist* | **September 2017 – June 2018** |

* 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**

**FAIRLEIGH DICKINSON UNIVERSITY, VANCOUVER, BC**

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| --- | --- |
| Master of Administrative Science  Specialization in Global Leadership and Administration | **September 2022 – April 2024 (Expected)** |