

Resumé Breakdown | Experienced Grad

1 Expert Tip: A tag line or quote from a manager, client or team member can define and promote your unique value proposition.

2 Expert Tip: Avoid a long list of skills by grouping them into categories related to those sought after in your field or prospective role.

3 Expert Tip: Consider stacking roles within the same company. Include a main heading for the organization with a summary and your overall tenure dates (right-justified) followed by your responsibilities.

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CONSUMER PRODUCTS MARKETING LEAD

15+ years' experience leading teams to reach new heights, impact consumers, and deliver product sales success. Skilled in creating vision, collaborating with creative and engineering teams, and garnering senior leadership buy-in and support for new initiatives.

1 [**Passionate leader focused on delighting consumers, engaging retail partners, and empowering and inspiring teams.**

2 [Consumer Marketing Expertise:
Data and Analytics, KPI development, Seasonal Planning, Campaign Tactics, Social Media Marketing, Public Relations, Brand Partnerships, Sponsorships, A/B Testing, Message Testing, Consumer Panels, Stakeholder Relationship Management

All Goods, Anywhere, NA **2016–Present**

Recruited to reconfigure marketing team from agency model to in-house team of experts for brand with lackluster performance. Promoted three times to replicate plan across organization's larger brands.

VICE PRESIDENT, MARKETING - Sneakers Division (2019–Present)

Tapped to lift major division's marketing to new levels during high stakes branding redesign | Team: 75 marketers, designers, project managers, writers, and administrative support | Budget: >\$150M | Reported directly to Executive Vice President, Sales and Marketing

- Developed and instituted new reporting and responsibility structure that empowered teams, streamlined design iterations, and reduced decision bottle necks.
- Established shared vision across entire division, creating enthusiasm, infusing design thinking, and encouraging calculated risk taking for innovation and excellence.
- Collaborated with engineering to push boundaries and integrate consumer feedback throughout iterative process that elegantly blended innovation and function.
- Led consumer engagement team in crafting, planning, and executing the successful "Sneakers Get You Where You Need To Go" campaign and setting new sales records for All Goods and the footwear industry.

3 [**SENIOR DIRECTOR, Housewares (2018–2019)** **4**

Promoted and charged with infusing processes and standardization in rapidly growing department with influx of 40% new staff from acquisition brand. **5**

PROFESSIONAL DEVELOPMENT and ASSOCIATIONS

Continuing professional development topics and workshops, including Digital Commerce Strategies, Design Thinking, Content Marketing, Digital Analytics, and Brand Management **6**

Associations: Executive Women's Network | Consumer Branding Consortium | CPG Network **7**

4 Expert Tip: Background informaton on previous roles is a powerful way to talk about your successes.

5 Expert Tip: Include quantifiable results whenever possible.

6 Expert Tip: Ongoing learning and development demonstrates relevance and continued growth.

7 Expert Tip: Mention of professional association affiliations reflects engagement within a professional sphere.

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