

## SAMPLE RESUME CHRONOLOGICAL, PAGE I

### ALLISON COOK

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#### CORE COMPETENCIES

- Product Development
- Product Launch
- Public Relations
- Product Training
- Consumer Insights
- Strategy Development
- Market Research
- Executive Presentations
- P&L Management
- Customer Relationships
- Project Management
- Microsoft Office

#### CAREER PROFILE: MARKETING PROFESSIONAL

Results-driven, highly motivated marketing professional with MBA and more than 10 years of progressive experience. Proven track record of success in consumer packaged goods. Excellent project management, leadership, and communication skills with the ability to take products from initial concept to product launches and manage product life cycle. Strong analytical, organizational, and decision-making skills, used to identify and capitalize on business development opportunities and maximize bottom line. Advocate of teamwork, continuous improvement, and customer satisfaction.

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#### PROFESSIONAL EXPERIENCE

##### GLAMOROUS BEAUTY PRODUCTS | BOSTON, MA

Supplier of hair color products; \$3.5m annual sales.

##### *Director of Marketing*

**2012-2016**

Managed, planned, and implemented the introduction of new products, line extensions, and new categories, including creation of packaging and development of collateral materials for all product lines (Dyeitnow, ShinyPlus, Kool-Kolor, and Macho Mousse).

- Efforts contributed to 8% sales growth in flat industry, enabling owner to sell company.
- Launched 12 new products in 2013 versus historical annual average of 2-3 new products annually.
- Responsible for P&L, forecasting, and marketing budget.
- Developed comprehensive “annual marketing plan” for Shiny Plus and key products launched in 2012.
- Developed retail and professional products, pricing, packaging, and promotional strategies to enter new distribution channels.
- Responsible for trade advertising and very successful viral PR campaign to increase brand awareness.
- Attended key domestic and international sales calls and tradeshows, including first retail show for the company in July 2012, which resulted in securing four new customers.
- Launched The Glamorous Zine, a quarterly newsletter for sales representatives.
- Supervised marketing coordinator.

##### BABYKINS PRODUCTS, INC. | STAMFORD, CT

Manufacturer of baby care products and furniture brands, holding #1 or #2 market share in each category; \$450m annual sales.

##### *Associate Product Manager, Tinkerbelle – New Products*

**2011-2012**

- Developed packaging for 6-sku-line extension for Tinkerbelle Spangle (\$20m brand).
- Updated launch packaging of Tinkerbelle Spangle to enhance communication of key benefits and include final marketing language, integrated from print advertising, television, and PR efforts.

# SAMPLE RESUME CHRONOLOGICAL, PAGE 2

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- Analyzed consumer and market research to identify need gaps and provide launch recommendations on product, pricing, and marketing strategy to maximize brand sales volume, market share, and profit for new items.

### THE XYZ TRIMMER COMPANY | STAMFORD, CT

Largest global supplier of manicure and pedicure products under SNIP® and other brands. Key accounts: Wal-Mart, Target, Kmart, Walgreen's, Rite Aid, and CVS; \$80m annual sales.

#### **Director of Marketing**

**2008-2011**

#### **Marketing Manager**

**2006-2008**

Managed, planned, and implemented the introduction of new products, line extensions, and new categories, including creation of packaging (domestic and international) and development of collateral materials for all product lines (KLIPKLIP, SNIP Men, Totally Groomed and all Private Label programs).

- Company sales increased more than 20% during tenure.
- Launched approximately 100 new skus each year across branded product.
- Responsible for P&L, forecasting and marketing budget.
- Analyzed Nielsen and home scan data.
- Managed department of five; Supervised marketing manager and forecast analyst.
- Developed domestic and international promotions; created custom retailer promotions quarterly.
- Relaunched company website in spring 2011 featuring new packaging and product details.
- Attended industry trade shows; presented quarterly marketing report to company and sales force.
- Prepared press releases and trade magazine articles; oversaw publication of company newsletter, contributed articles.
- Attended key domestic and international sales calls and trade shows.

### VITALIFE INTERNATIONAL | MILFORD, CT

Formulators of nutritional supplements and personal care products; \$40m annual sales.

#### **Brand Manager**

**2004-2006**

- Spearheaded product development initiatives, from initial concept to product testing, development of product packaging and copy, and introduction at conventions and via website.
- Developed and implemented marketing strategies for three product lines.
- Supervised marketing coordinator and website copy editor.
- Developed promotional copy and materials for print, website, and email blasts.
- Successfully launched 23 products for five company events.

### MAC WAREHOUSE, INC. | NORWALK, CT

Provider of computer products; \$2b annual sales.

#### **Product Manager**

**2003-2004**

- Managed \$30m category: determined product, pricing, and presentation via four company catalogs.
- Managed the growth and profitability of \$37m product category via website.

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## EDUCATION

**BOSTON UNIVERSITY** | Boston, MA | MBA in marketing

**2008**

**UNIVERSITY OF CONNETICUT** | Storrs, CT | BS in business management

**2002**