

JENNIFER L. SMITH

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MARKETING MANAGER

Results-driven marketing leader eager to join pharmaceutical industry

Highly skilled marketing manager with over 15 years of experience. Extensive background in designing and executing marketing campaigns, brand building, strategic and special events planning. Proven track record of surpassing established sales goals. Strong analytical ability and oral and written communication skills. Career highlights include:

Core Competencies

- ✓ Brand Building
- ✓ Media Planning
- ✓ Campaign Execution
- ✓ Special Events
- ✓ Training & Mentoring

- Led all marketing activities in the Southwest for General Cars North America, increasing sales by 10% over a 12-month period.
 - Worked with leaders of German parent company of ABC Motors of America to craft a domestic product line to meet the needs of the North American car buyer.
 - Designed and launched the marketing website for all dealers for ABC Motors of America, greatly facilitating their ability to create dynamic advertising and closely monitor marketing expenses.
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PROFESSIONAL EXPERIENCE

GENERAL CARS NORTH AMERICA—Providence, RI

2007 – 2009

Area Marketing Manager | Regional Service Manager

- Developed the marketing plan for over 61 dealers in 12 states and 2 advertising agency representatives leading to a more effective use of advertising dollars.
- Planned and executed over 15 large-scale events directly resulting in 35 vehicle sales and hundreds of leads.
- Devised media plans for dealer groups including print, online and television, as well as special events.
- Incented dealers to utilize 100% of co-op funds, diversifying into service, parts and Certified Pre-Owned Car sales, helping to increase sales.

ABC MOTORS OF AMERICA—Newport, RI

2001 – 2007

Dealer Marketing Specialist

- Restructured vehicle line with more packages and fewer individual options, resulting in a measurable improvement in inventory turnover.

ABC MOTORS OF AMERICA *(continued)*

- Transformed poor performing dealers to those consistently receiving Customer Satisfaction Scores greater than 90% within six months, exceeding regional and national averages.
- Implemented procedures to reduce warranty costs by 25% and significantly reduce buybacks.

FREEDOM NISSAN—Barrington, RI

2000 – 2001

Marketing & Service Specialist

- Created strategic incentives for technicians and advisors that improved counter sales and increased shop productivity by 30%.
- Launched strategies resulting in increased sales of \$10,000 per month.

BRISTOL DODGE—Bristol, RI

1999 – 2000

Business Manager

- Sold vehicles to 97% of potential customers.
- Received rapid promotions to finance and insurance sales management.

USA MOTORS CORPORATION—Forborough, MA

1997 – 1999

Service District Manager

- Decreased warranty costs by 40% to lowest in the Zone.
- Consistently awarded the highest employee evaluation status.

THE FINANCIAL GROUP, LTD.—Providence, RI

1996 – 1997

Office Manager

- Managed and supervised office of five agents.
- Oversaw all aspects of the business, including accounting procedures.

ECONOMY RENT-A-CAR—Kingston, RI

1993 – 1996

Assistant Branch Rental Manager

- Implemented strategies resulting in branch being most profitable in the region.

EDUCATION

UNIVERSITY OF RHODE ISLAND—Kingston, RI

M.B.A., Marketing, 2006

PROVIDENCE COLLEGE—Providence, RI

B.A., Political Science, 1993