

JANE A. DOE

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Profile

Dedicated and driven communication and marketing professional with six years of experience executing successful marketing strategies, from conception to completion. Effective communication skills with ability to not only maintain, but cultivate relationships in and out of the workplace.

Related Experience

Marketing Specialist - Home Audio Team

April 2016 – Present

Best Buy, Richfield, MN

- Research consumer trends and develop new marketing strategies for home audio products
- Analyze sales based on previous marketing strategies used for home audio products
- Demonstrate knowledge of home audio product industry in weekly meetings with cross-functional contacts
- Form cross-functional partnerships with members of electronics, televisions, DVD departments to collaborate on marketing strategies

Marketing Associate - Home Audio Team

February 2014 – April 2016

Best Buy, Richfield, MN

- Collaborated with team to identify marketing strategies for new products
- Created and presented ideas for marketing campaigns to be placed in weekly ads
- Developed in-store promotion for new products which increased individual weekly sales by \$43
- Partnered with store employees to ensure proper implementations of marketing strategies

Community Relations Executive

September 2012 – January 2014

Wells Fargo, St. Paul, MN

- Established and maintained programs for corporate giving to local non-profits
- Developed a company-wide giving program to United Way which raised over \$2 million
- Planned, organized, and promoted company volunteer trips
- Created and maintained strong partnerships with contacts from non-profit organizations

Program Coordinator - Environmental Services Department

May 2010 – August 2012

Kmart, Minneapolis, MN

- Worked with Environmental Services' managers to communicate, promote, and implement environmental campaigns in new Kmart stores
- Contributed ideas to a nation-wide campaign in which reduced electric bills by \$3.2 million in company stores
- Created and planned promotion of various campaigns
- Maintained partnerships with multiple vendors while soliciting additional services to determine most cost-effective electricity plan

Education

Bachelor of Arts, College of St. Benedict, St. Joseph, MN

May 2010

Major: Global Business Leadership

Minor: Communication

GPA: 3.75/4.0

Study Abroad: South Africa, Spring 2009