

JUANITA SMITHERS

1234 Main Street
Phoenix, Arizona 87569

www.careerfolios.com/jsmithers

(503) 555-5500
jsmithers@mailme.com

CAREER SUMMARY

BRAND CHAMPION with record of success developing integrated marketing communication plans, providing strategic leadership, and executing national and regional campaigns to build brand identity, improve product loyalty, and influence global marketing. Equally strong in dealer marketing, channel support, consumer research, market trend analysis, and forecasting.

CORE COMPETENCIES

- **Proven ability to align brand strategy with corporate goals**, leverage resources, lead cross-functional teams, and drive profitable market share growth in highly competitive consumer markets.
- **Accustomed to high profile roles** requiring advanced skills in interpersonal relations, partnership management, and relationship building with business partners, customers, team members, dealers, and stakeholders.
- **Articulate writer / speaker** with well-developed consensus building skills; able to communicate persuasively, influence decision making, and negotiate win-win solutions.

EDUCATION

ARIZONA STATE UNIVERSITY – Phoenix, Arizona
Master of Business Administration (2008)

EXPERIENCE

ACME BUSINESS SOLUTIONS – Phoenix, Arizona

Sales / Program Manager (2008-Present)

Hired to coordinate startup of new Document Outsourcing Department and develop strategic sales and marketing programs. Recruited and hired 11-person sales team. Created new operational infrastructure to support sales force. Coached and managed the Outsourcing and Major Account teams; supervised eight direct reports.

- Increased sales 140%.
- Expanded market share 220%.

Marketing Executive (2006-2008)

Strategically managed key accounts and complex sales bids totaling \$14 million annually. Conducted on-site consultative studies and needs assessments. Translated customer requirements into supplier specifications and created value-added document management solutions. Managed internal and external resources to support all phases of the sales cycle.

- Closed the largest single sale in Acme Business Solutions' history.
- Opened the Phoenix market and doubled sales volume every year thereafter.

XYZ COMPUTER CONSULTANTS – Issaquah, Washington

Account Manager (2003-2005)

Developed high-end strategic marketing programs targeting a complex market. Coached and trained a sales team of five.

- Delivered strong sales growth and exceeded sales quotas 137%.
- Ranked in the top 5% nationally.