

JOB SEEKER

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MARKETING COMMUNICATIONS DIRECTOR

Championing creative campaigns that influence target audiences in order to elevate brand awareness and drive sales.

Tech-savvy, inventive marketing leader with 15+ years of cross-industry marketing, communications, and public relations success including in-house and agency experience on global scale. Recognized marketing SME for Microsoft who has executed integrated and focused marketing plans that drove worldwide product awareness, increased brand equity, and generated multimillion-dollar product sales. Lauded for ability to juggle multiple concurrent projects, streamline communications without losing impact, and craft audience-engaging content. **Scope of mastery includes ...**

Public & Media Relations | Marketing | Strategic Planning | Branding | Market Penetration | Social Media
Collateral Development | Relationship Development | Campaign Management | Business Development
Promotions | Vendor Management | Integrated Communications | Project Management | Digital Marketing

CAREER HISTORY

MICROSOFT CORPORATION, Anywhere, USA

2011 – Present

Marketing Program Director

Hired to develop engaging information security and risk management awareness communications campaigns. Coordinate marcom plans with Information Security and Risk Management (ISRM) team. Provide art direction and design marketing collateral. Facilitate initiatives with chief information security officer (CISO) and deliver corporate communications projects. Maintain roadmap of dates for events, news, and initiatives. Develop company-wide newsletter and draft communications on best practices.

- Envisioned marketing program forecasted to position ISRM team for success; program includes creating positioning framework, outlining Q&A, building local/regional influencers, and aligning teams with CISO objectives.
- Currently collaborating with SharePoint designer to update platform using key elements of new IT web pages; presently testing pages and manipulating content to ensure seamless end-user experience.
- Launched social networking campaign currently underway which will be shared through various internal and collaboration newsletters including LCA, MSW, and Inside IT.
- Played major role in launch of Screensaver Pilot and secured 55 unique installs, receiving positive feedback on post-pilot survey including 43% "Excellent" rating.
- Earned recognition as SME in marketing in addition to reputation for aiding organizational improvement by developing tactical marketing plans, rebranding event collateral, and maintaining team player approach during projects.

CONSULTING AGENCY A, Anywhere, USA

2008 –2011

Senior Project & Business Development Leader (Consultant to Microsoft Corporation) (2009 – 2011)

Engaged to coordinate and lead global events for Microsoft Studios business development team executing large-scale initiatives. Oversaw processes for NDA and contracts to ensure proper handling. Controlled department finances and supervised personnel. Partnered with production team to drive product delivery development. Orchestrated RFP process. Cultivated and sustained solid partnerships with global developers.

- Sourced independent developers for Xbox 360, XBLA, Windows 8, and Windows Phone, steering green-light and negotiation processes.
- Played integral role in relevant content acquisition including organizing and directing up to 475 developers.
- Crafted responses for external communications to ensure integrity of Microsoft Game Studios and SLA.
- Improved business development activities and drove efficiency, allowing team to stand out for incorporating best practices, after joining marketing team which lacked defined processes.

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Page 2 of 2 | 555-555-5555 | jobseekerb@email.com

Senior Integrated Marketing Communications Manager (Consultant to Microsoft Corporation) (2008 — 2009)

Appointed to provide insight on marketing campaigns, including social media, demand generation, advertising, and online partnerships, in order to maximize ROI for Small and Midsize Business and Distribution (SMB&D) segment team. Supported SMB&D business unit by defining and implementing integrated communications strategy and campaign platform. Built customized key messaging and ensured consistent branding while managing social media sites.

- Enhanced and unified Microsoft brand through spearheading rebranding of all social media channels in addition to overseeing major social media applications such as Facebook, Twitter, LinkedIn, YouTube, and blogs.
- Secured thousands of followers via delivering key social media and digital engagement pilot programs.
- Trained organization on significance of building conversation and relationships with public.

COMPANY D, Anywhere, USA

2004 – 2008

Marketing Program Manager (Consultant to Microsoft Corporation)

Brought on board to direct marketing and channel initiatives for Microsoft clients. Liaised with clients in strategic execution of projects including marketing strategy, business and channel development, program and campaign management, and social media. Employed integrated marketing approaches to promote technology products and services.

- Contributed to generating more than \$24M in revenue by creating numerous RFPs that secured large accounts.
- Leveraged Bing to its fullest capacity by conceiving and executing ecosystem engagement strategy in addition to partnering with webmasters/SEO experts, web developers, and VPs of marketing.
- Streamlined processes and directives for Bing's V team through strategic management of communications across multiple campaigns.

MICROSOFT CORPORATION, Anywhere, USA

1992 – 2004

Global Marketing & Public Relations Manager

Challenged to publicize Xbox 360 and Games for Windows under Microsoft Game Studios, global partner publishing, and 3rd-party brands while overseeing steering activities. Devised campaign lifecycles for more than 40 products; directed PR efforts and played key leadership role in product marketing, advertising, brand strategy, and other key marketing functions.

- Generated 1.9 million pre-orders, totaling \$185M in 1st-day US sales and \$279M in 1st-week global sales, by maximizing exposure for Gaming Product A; boosted hardware sales 32% through execution of global campaigns.
- Produced up to 5 million unit sales for games, such as Ninja Gaiden 2, Gears of War Franchise, and Zoo Tycoon franchise, by orchestrating product launches/events for Xbox 360 and Windows.
- Facilitated worldwide coverage of Microsoft products via introducing media activities for 5 international regions.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Science, Communications

University of USA

SkillSoft Certifications: Introduction to Program Management, Program Lifecycle & Benefits Management, Marketing Plan: Creative Strategy

Training: SVC: Social Media for Marketers; PR-123: Social Media Marketing; WebTrends Analytics

Affiliations: Public Relations Society of America (PRSA), Puget Sound Chapter of PRSA, Association of National Advertisers (ANA), Digital Analytics Association (DAA), CEB Information Risk Leadership Council