

JANE JANSEN

555 Northwest Street
Shanesville, PA 55555

(610) 555-1212
janejansen@hotmail.com

EVENT PLANNING, ADVERTISING, AND COMMUNICATIONS MANAGEMENT

Enthusiastic, creative, and hands-on leader with over 18 years of experience in executing full cycle marketing, event planning, project management, and customer support strategies in deadline-driven environments. Talent for spearheading award-winning and industry-recognized events designed to engage audiences, generate excitement, and drive market demand. Ability to consistently exceed expectations, expand event attendance, and *achieve 97% customer satisfaction ratings.*

Credited with creating and executing "Best Practices" that were subsequently replicated at other domestic and international events. Strong negotiation, presentation, analytical, and multi-tasking skills. Resourceful, consensus builder with ability to capitalize on marketing opportunities to support goal attainment, consistent growth, and on-time delivery within allocated budgets.

Key Competencies:

- Strategic Market Planning
- Advertising Campaigns
- Contract Negotiations
- New Product Launches
- Business Re-engineering
- Organizational & Product Branding
- Customer Loyalty Programs
- Competitive & Market Analysis
- Process & Procedures Development
- Sponsorship Selling & Negotiation
- New Business Development
- Message Development & Mapping
- Company & Marketing Collateral
- Multimedia & Social Media
- Trade Shows & Event Planning

Proficient in Word, Excel, and PowerPoint.

Recipient of Windows Business Group "All-Star Winner for World Class Execution."

PROFESSIONAL EXPERIENCE

ABC CORPORATION, Creamery, PA

1993 – Present

Event Marketing Manager (2006 – Present)

Develop and execute event strategies and market presence through integrating key marketing initiatives for Windows business group for industry tradeshows and internal events. Conduct budget reviews and present recommendations to stakeholders and senior executives. Analyze future business opportunities. Manage numerous project milestones and contingency plans based on budget, timeframe, and business needs. Additionally handle staffing requirements, risk mitigation, and conflict resolution.

Key Accomplishments:

- Recognized for producing "Best Windows Presence To Date" at Gartner Symposium, U.S. Success of event resulted in Corporate AR/PR team and EMEA Subsidiary asking to drive event activities and maximize presence with duplication of U.S. success model at Gartner Symposium Europe.
- Redesigned show floor presence at annual Intel Developer Forum to maximize content delivery and engage attendees in a compelling and relevant way that resulted in 97% satisfaction ratings by booth attendees.
- Instrumental in engaging new key audience segment of "empty nesters" with hands-on lab reaching 1,000+ attendees at annual AARP Convention, recognized as the "Best in Show" in technology company category.
- Launched onsite installation lab model for internal global sales and marketing meeting, which exceeded laptop installation of Windows goal by 61%, and was adopted as "Best Practice" at all subsequent shows.
- Spearheaded development of plan for virtual event and organizing three individual launch dates. Initiative was well received by executive management since it allowed for a broader reach to specific audiences.

Advertising Manager / Marketing Manager (2003 – 2006)

Led initiatives for new and existing partner awareness and registration into newly formed Partner Program. Developed and executed event strategy targeting top-tier partners. Created global advertising campaign involving key audience segments, creative teams, and media plan along with collaborating with six different international subsidiaries.

PROFESSIONAL EXPERIENCE

Advertising Manager / Marketing Manager (2003 – 2006)

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Key Accomplishments:

- Instrumental in increasing program registration at member level by 100,000 partners.
- Exceeded goals by 50% by reaching 1.8 million users online; 23.2 million total impressions within first year.
- Achieved 90% renewal rate year-over-year through efforts in creating messaging framework to increase program awareness and market demand.
- Developed new booth at Worldwide Partner Conference, generating 60% more traffic over previous year.
- Grew attendance at Gold Partner luncheons 50% by facilitating compelling content and executive speakers.
- Developed and presented plan to key executives for global broad reach advertising campaign to supplement other program marketing with a \$3.5 million incremental budget to launch globally in six key geographies.
- Conceived, developed, and executed Ad-In-A-Box Kit and other media plans for subsidiaries to localize and launch within individual markets.

Worldwide Marketing Manager (1999 – 2003)

Tasked with re-launching worldwide website dedicated to core group of partners representing \$3.2 billion in channel revenue for company. Success of the system website builder became model for other partner sites.

- Generated unprecedented double-digit growth of more than 12% year-over-year in system builder website registration and site usage for global audience.
- Expanded reach of program messaging to 80,000+ system builders worldwide through creation of live webcast technical trainings and product launch markets.
- Worked closely and effectively with international subsidiaries across all GEOS to grow site and build brand awareness, understanding, along with adoption and localization of site content on 36 sites worldwide.
- Initiated overhaul of site to create better appeal to target audience of system builders. Constructed newly developed editorial strategy to support overall business goals and deliver relevant content to core audience.

Marketing Manager – Customer Retention & Loyalty (1998 – 1999)

Launched new programs targeted at driving customer satisfaction and loyalty within core customer segments.

- Launched welcome program for new customers and grew database by 50% to 3.5+ million customers.
- Orchestrated special offers and free trials for key customers that resulted in up to 30% conversion rates.
- Developed and managed content for e-mail newsletter programs, targeting 3+ million customers monthly.
- Additionally developed Welcome Program for first-time residential customers that showed customer appreciation for purchase during registration and provided guidance on product support, online help, etc.

Marketing Manager / Editor-In-Chief – Customer Loyalty Communications (1993 – 1998)

Devised editorial strategies and owned business for quarterly and monthly publications designed to increase customer loyalty and satisfaction with key customer segments year-over-year.

- Devised new editorial strategy that achieved 35% increase in reader satisfaction for Microsoft Magazine.
- Established and managed magazine circulation with 1.2+ million readers and subscription base of 60,000.
- Generated \$1.2 million in annual revenue through formulating an effective advertising sales strategy.

EDUCATIONAL BACKGROUND

Bachelor of Arts, Economics—UNIVERSITY OF MICHIGAN