Dale F. Hopkins

XX Saint James Drive, Mifflintown, PA 17059

(000) 018-0000, dale@example.com

**Objective**

To utilize my comprehensive knowledge and expertise in marketing, gained through years of industry exposure, toward market consolidation for my proposed employer. I will be aiming to maximize company profitability, building corporate image, and branding product in a highly competitive market.

**Skills**

* High level of communication and interpersonal skills.
* Knowledge in three European languages.
* Expert in overseas deals and market development.
* Comprehensive knowledge of US as well European market.
* Team management.
* High degree of self-confidence, determination, and go-getting attitude.
* Computer knowledge.

**Professional Experience**

**Marketing Director**

Superlative Software International, Denver, CO

(2012 - Present)

* Formulation of innovative marketing plans and strategies.
* Coordination with sales manager and team.
* Monitoring overseas marketing and sales; meeting of foreign clients.
* Meeting with export manager to expedite supplies.
* Monitoring distributor performance, arrangement of promotional events.
* Regular meetings with CEO and attending of board meetings.

**Chief Marketing Manger**

Prompt Computer, Columbus, OH

(2009 - 2012)

* Marketing strategy planning.
* Identification of potential markets; market research and understanding competitors’ actions.
* Appointment of channel partners, discussion with business development manager to determine appealing distributor schemes and discounts, and media selection for product promotion.
* Participation in exhibitions in different distributor points; supporting distributors to boost sales.
* Coordination with sales team; analysis of performance track.

**Marketing Executive/ Manager**

Alpha-Plus Devices, Columbus, OH

(2005 - 2009)

* Joined as marketing executive and later promoted as marketing manager
* Preparation of dealer schemes, participation in road show in distributor points, market research, and coordination with sales team.
* Quarterly sales analysis in relation to marketing expense and preparation of different slogans in collaboration with ad consultants.
* Reporting to the managing director.

**Academic and Professional Qualification**

**Master in Business Administration**

Arizona State University, Arizona (2005)

**Diploma in Foreign Trade Management**

San Diego State University, San Diego (2003)

**Bachelor’s Degree in Commerce**

Arizona State University, Arizona (2001)