

Executive Summary

If you are seeking an experienced manager for marketing, sales, advertising, products or even complex projects, please review my skills and qualifications below. My presence, experience and knowledge provide immediate confidence with clients and co-workers alike. I will quickly become an asset directly increasing efficiencies and revenues in your enterprise.

Experience

DevTech Holdings, Inc.
winter 2007 to date
Marketing Manager

DevTech engineers and manufactures food and beverage packaging for premium consumer packaged goods. We are the packaging designers behind brands like Mountain Dew, Gatorade, World Harbors, Lemon-X and more.

Marketing Manager:

- Plan/execute the marketing strategies. Designs web and sales collateral with increased response rate of 300%.
- Direct the SEO and PPC initiatives with in-depth analysis resulting in website traffic increase of 227% annually.

Sales Manager:

- Daily direction of sales efforts including prospecting, customer service, new packaging designs and detailed RFQ.
- Successful new customer acquisitions adding billable design and long-term manufacturing contracts.

Project Manager:

- I serve at the direction of the CEO to accomplish special corporate capital projects including: real estate expansion, Food Safety programs, new ERP/CRM systems, IT/Network systems and software training.
- I have increased efficiencies, reduced costs and expanded our capabilities.

Monarch Instrument
fall 1997 to winter 2007
Sales and Marketing Manager

Monarch is a manufacturer of electronic test instruments serving the MRO market. In addition we produce digital chart recorders for process industry. Products are marketed through multi-channels world-wide.

Sales Manager:

- Achieved double-digit growth each of the nine years, resulting in annual sales of \$7 million +.
- Daily direction of diverse sales channels including: Catalog, OEM, Distributor, and Representatives. Under my direction the company grew 38%.
- Responsible for product sales forecasting, marketing and departmental budgets. Successfully reduced Departmental budgets by average of 12% while increasing revenues.
- Direct interaction with Engineering to research, design and develop new products and address new markets.
- Successfully launched new products complete with go-to-market plans. Sales that exceeded all targets.

Marketing Director:

- Direct design of creative and manage all digital, print, direct mail, electronic and pay-per-click campaigns.
- Developed ROI evaluation and web analytics for all marketing and advertising. Reduced sales lead acquisition.
- Design and launch (4) e-commerce sites with average annual growth of 57% providing an all new Sales Channel.

Additional Experience

I have a diverse professional career with proven success as a National Sales Manager, Field Service Consultant, Digital Media Manager, Technical Trainer-conducting public seminars and as a Creative Director. I served my country with distinction as a United States Marine working for the Joint Chiefs of Staff in the Pentagon. I am a dynamic, seasoned, results-driven manager.

Education

Regis University
Colorado Institute of Art

Extensive/Continuing course work toward a Bachelor of Arts in Communications.
Completed two year degree program in Advertising Design (AA Degree).

Website

Creative samples www.martymorrissey.com