**Andrew Evans**

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**Marketing Communications Manager**

* Nationally award-winning marcom professional with 13 years of experience leading corporate marketing and internal communications for multimillion-dollar companies across diverse industries.
* Respected leader of creative teams, multimedia divisions and corporate communications departments. Conceptualise and orchestrate marketing campaigns that effectively reinforce and build brand images.
* Expert in the technical, conceptual and content development of sales-driving collateral. Proven ability to drive record-high marketing campaign response rates and execute successful product launches.

**Skills**

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| * Marketing Strategies & Campaigns * Corporate Communications * Creative Team Leadership * Product Positioning & Branding * Web & Print Content Development | * Focus Group & Market Research * Development of Training Materials * Sales Collateral & Support * Public & Media Relations * New Product Launch |

**Recent Awards**

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| **Award of Excellence for Outstanding Advertising** *(ABC Co “Road Warrior” campaign),* 2008  **Gold Award for Outstanding Advertising** *(ABC Co “Open Road” direct mail campaign),* 2008  **Award of Excellence for Outstanding Advertising** *(ABC Co “Automotive Drive” campaign),* 2006  **Action Award for Outstanding Advertising** *(ABC Co “Hit the High Road” campaign),* 2005 |

**Professional Experience**

**ABC COMPANY, Sometown, NY** – *Multimillion-dollar company selling automotive supplies and parts*

**Marketing Communications Manager,** 5/2003 to Present

Manage corporate marketing and communications functions, overseeing a $2.3M budget and 8-member team. Direct brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral and tradeshow marketing.   
  
***Selected Accomplishments:***

* Developed and launched integrated, multi-channel print, catalog, web and direct marketing campaigns that propelled sales from $3.2M (2003) to a projected $9.5M by 2008 year-end.
* Led market launch of 21 new products. Identified opportunities, researched new product possibilities, collaborated with engineering team and created campaigns generating $2.6M in annual sales.
* Created web portal to transform previously archaic intranet into a dynamic website improving communication flow and adding an effective sales tool for field reps.
* Wrote catalogs, course guides and training brochures that enhanced the sales reps’ understanding of complex product features and helped them sell more effectively.
* Performed ongoing customer/market research and demographic profiling to identify and capitalise on unmet market needs ahead of the curve.
* Produced media kit that demonstrated key marketing analytics and demographics for use in sales presentations. Efforts were credited as instrumental in closing numerous high-level deals.
* Leveraged strengths in cost-effective marketing management and vendor negotiations to end each year an average of 15% under-budget (without compromising business growth goals).

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**DEF COMPANY, Example City** – *Full-service advertising, marketing and PR agency*

**Marketing Supervisor,** 2/2000 to 5/2003

Developed marketing programs for a variety of business-to-business clients.Used an integrated approach to create balanced programs for clients to build their respective brands and businesses.   
  
***Selected Accomplishments:***

* Expanded client base by 78% in three years by consistently delivering goal-surpassing marketing results and ensuring complete client satisfaction.
* Closed new accounts as a member of business-development team, including a $1.5M win with Action Company and a $1.2M win with JFK Corp.
* Earned commendations from client executives for communication deliverables that targeted desired audiences and articulated the value of products and services.

**GHI COMPANY, Example City** – *Leading advertising, direct marketing and communications agency*

**Creative Director,** 1/1998 to 2/2000

**Manager, Creative Services,** 8/1996 to 1/1998

**Copywriter,** 6/1995 to 8/1996

Advanced through a series of promotions, culminating in oversight of group copy division and 6-member creative team. Created concept and copy for journal ads, direct mail campaigns and sales collateral for diverse clients and projects.   
  
***Selected Accomplishments:***

* Served as primary copywriter on advertising campaigns for multimillion-dollar accounts and successful product launches.
* Assumed a lead role in pitch team meetings due to strengths in presentation and negotiation skills, and helped close major accounts ($500K to $1M+ initial contracts).
* Generated campaign response-rates of between 6% and 8% (up to 4 times the industry average).

**Technology**

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| **Software:** | QuarkXPress, Photoshop, ImageReady, MS Project, Crystal Reports, MS Office (Word, Access, Excel, PowerPoint) |
| **Web/Multimedia:** | ColdFusion, Flash, Dreamweaver, Fireworks, EMC Documentum, Visual SourceSafe, Search Optimisation, Web Server Administration, Content Management Systems |

**Education**

**ABC UNIVERSITY, Example City**

**Bachelor of Science, 5/1995**

* Major: Communications
* Minor: English
* Graduated with high honors

**Portfolio on Request ● Available for Relocation**