

THOMAS SMITH

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SUMMARY

Result-oriented marketing professional with 8 years of work experience in developing innovative marketing and sales strategies. Specialize in launching of new products and services from concept to roll-out and improving team performance while securing customer loyalty and maintaining relations with internal and external stakeholders. Core competencies include:

- Marketing Strategy
- Brand Management
- Strategic Planning
- Leadership
- Vendor Management
- Partnership Negotiations
- Business Development
- Client Management
- Risk Management

PROFESSIONAL EXPERIENCE

HCL, San Francisco, CA January 2013 - Present
Marketing & Sales Director

- Led the Marketing & Sales team achieving the company growth of 102% in last 5 years, Sales grew from \$5B to \$12.2B through expansion of sales channels and development of innovative web marketing technology
- Reinforced the brand by redesigning the corporate identity and executing online marketing campaigns
- Acquired 3 major clients in the industry, generating a new business revenue of \$20M through strategic marketing efforts and thorough market and competitive analysis
- Established global partnerships with 7 companies across Asia, Africa and Europe

ARC International, London, UK December 2010 - December 2012
Sr. Manager, Business Development

- Managed a global team of 50 employees including sales and marketing executives
- Exceeded quarterly sales by 5% consistently for 6 quarters, resulting in several management awards
- Planned and implemented Latin America sales for a multi-million dollar enterprise software technology product
- Improved international delivery process by streamlining online purchasing options, also improved customer service by implementing new sales methodology, a CRM and a Loyalty program

Alliance Corporation – Los Angeles, CA January 2010 - November 2010
Manager, PR & Media

- Managed a \$8M budget to develop innovative sales techniques and promote companies products at tradeshow, through direct mail campaigns, and corporate sales
- Managed marketing projects related to sales tool development to support product launches, field sales study and educate the client base
- Reduced \$250K in sales expenses by leveraging and outsourcing work to third party vendor

EDUCATION

Executive Master of Business Administration, Marketing May 2018
San Francisco State University, San Francisco, California

Bachelor of Science, Marketing & Advertising December 2009
University of Toronto, Canada

ADDITIONAL INFORMATION

- **Cultural Experiences:** Visited over 20 countries in 4 continents and lived in 3 countries
- **Languages:** Fluent in English, French, Spanish
- **Interests:** Hiked trails in 15 states of United States, Avid reader of mystery novels, biographies and personal finance books