

KRISTIAN RICE

krice@gmail.com

123.456.7890

linkedin.com/krice

MANAGER SUMMARY

- Highly accomplished Marketing Manager with 10+ years of experience in managing teams of 8+ professionals, driving revenue growth, and achieving measurable outcomes through data-driven campaigns.
- Developed and executed successful marketing campaigns for multiple product lines that resulted in a 30% increase in sales at Ryder Corp.
- Developed and executed a successful email marketing campaign that generated a 25% increase in open rates and a 15% increase in click-through rates at MSA Group.
- Developed and implemented an employee recognition program that resulted in a 20% decrease in turnover rate in a two-year period at Celebration City.

WORK EXPERIENCE

Manager, Marketing MSA Group

January 2018 - Present

- Managed a team of 12 marketing professionals, providing coaching and support to ensure the team achieved its objectives.
- Developed and executed integrated marketing campaigns that increased revenue by 25% and market share by 20%.
- Developed and executed a successful email marketing campaign that generated a 25% increase in open rates and a 15% increase in click-through rates.
- Worked with HR to develop and implement a flexible work schedule policy, resulting in a 15% increase in employee retention among those who utilized the policy.

Manager, Sales & Marketing Ryder Corp.

June 2015 - January 2018

- Managed a team of 10 marketing professionals, providing coaching and feedback to ensure the team achieved its objectives.
- Developed and executed successful marketing campaigns for multiple product lines, resulting in a 30% increase in sales.
- Developed and executed the company's first-ever social media strategy, resulting in a 25% increase in online engagement.
- Conducted regular check-ins with employees and provided coaching and support, resulting in a 20% decrease in employee burnout over a one-year period.

Assistant Manager Celebration City

January 2012 - June 2015

- Led a team of 8 marketing professionals, providing coaching and guidance to ensure the team achieved its objectives.
- Developed and executed a data-driven marketing strategy that increased website traffic by 45% and generated 30% more leads.
- Managed a budget of \$2 million, optimizing spend and achieving a 15% reduction in cost per lead.
- Developed and implemented an employee recognition program that resulted in a 20% decrease in turnover rate over a two-year period.

EDUCATION

Bachelor's in Business Administration University of Virginia

August 2007 - May 2011

High School Diploma Newport News High School

August 2003 - May 2007

INTERESTS

In my free time, I enjoy hiking and exploring new trails with my dog. I also have a passion for cooking and love experimenting with new recipes. As a lifelong learner, I am currently pursuing a certification in project management and enjoy attending industry conferences and networking events. And of course, I never miss a chance to binge-watch my favorite shows on Netflix

SKILLS

Leadership



Communication



Sales



Data-Driven Decision Making



Management



Marketing

