



SAMPLE FORMAT
MARISSA E. MARSALA
 Candidate Networking Profile
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TARGET COMPANIES & INDUSTRIES LIST & PROFILE
SENIOR MARKETING MANAGEMENT PROFESSIONAL

Strategic & Tactical Marketing • Market Development • Marketing Communications • PR • eMarketing/Analytics

Over 15 years of proven strategic and tactical marketing experience growing market share, driving revenues, and delivering ROI. Specific expertise in health care, medical devices, supply chain management, financial services, satellite/wireless communications, and automated inventory-dispensing technologies. Experience in food and beverage and broadcast entertainment industries.

BREADTH OF EXPERIENCE:

- Revenue-Building Programs/Campaigns
- B-2-B & Consumer Marketing
- Budget Development & Management
- Staff, Team & Vendor Management
- Retention & Acquisition Strategies
- Creative Concept Development
- Advertising & Sales Promotion
- Branding/Corporate Identity
- Digital/eMarketing/Web Analytics
- Vendor & Partner Negotiations
- Website Planning/Development
- Conferences/Trade Shows/Events

SELECTED ACHIEVEMENTS:

- Developed two hardware marketing programs to grow business resulting in a 2.1% dollar increase within first quarter.
- Crafted strategies to end three-year run of lost revenues (\$1.5-\$2 million per year); grew business by \$1.8 million.
- Led marketing steering committee and directed asset management account strategy, increasing customer loyalty and cross-sell ratio by an average of 2.5 products, raising >\$1M in 1st month.
- Boosted in-branch brokerage product visibility, increasing referrals and traffic by 300% in select branches.
- Designed highly successful annuity incentive contest that exceeded sales targets, garnering \$1.1M in revenues.

CareFusion Corp. (spun off from Cardinal Health, Inc.) – San Diego, CA

Sr. Product/Marketing Manager 1/2009 – 8/2011

Defined and shaped market strategy, including product offering, pricing, positioning and promotion to drive business. Identified market opportunities and developed, implemented and managed programs. Assessed financial implications, including profitability and viability for IV sets & accessories and identified cost reduction and brand-building opportunities.

TARGET COMPANIES:

- Althea
- AutoAnything
- Better Life Devices Corp.
- Chef Works, Inc.
- Children’s Museum
- CUBIC Corp.
- Eventful
- Figtree Energy Resource Co.
- Harte -Hanks
- Hilton Hotels (WAVECREST)
- Intuit
- Kashi (Kellogg Company)
- Kids Included Together
- Life Technologies/Invitrogen
- MedImpact Healthcare Systems
- MedVantx
- Montage Hotel & Resorts
- Numeric
- OneRoofEnergy.com
- Praxisnow
- Qualcomm
- San Diego County Credit Union
- Scripps Health
- Servicenow.com
- Sequenom, Inc.
- Sharp Healthcare
- Sr. Jude Medical
- Technology Integration Group (TIG)
- The Art Institute
- Trigild
- University of San Diego
- US Foods
- Vitaver & Associates

TARGET INDUSTRIES:

- High Technologies
- Consumer Packaged Goods
- Electronics
- Medical Devices/Medical Technologies
- Info Tech/Custom Computer Programming
- Software (including SAAS companies)
- ISPs & Other Online Services
- Gifts & Retail
- Education: Universities/Colleges

TARGET POSITIONS:

- Marketing Director
- Senior Marketing Manager
- Group Marketing Director
- Sr. Product Marketing Manager
- Sr. Manager, Messaging & Communications
- Director, Marketing & Social Networking
- Senior Brand Manager
- Regional Marketing Director
- Senior Market Manager

TARGET LOCATIONS: San Diego & Southern Orange County, CA, but may relocate for right opportunity.

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