

How to Write a Resume

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information

2.

Summary
or objective

3.

Skills or
highlights

4.

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experience

5.

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section

6.

Optional
section

Greg Jensen, MBA
Marketing Leader

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SUMMARY

I'm a marketing, sales, and business development executive with over 15 years of experience working with consumer products and services. I'm currently looking for my next challenging senior-level role within which I would aim to build an enduring contribution toward the overall organization's financial goals and strategic objectives.

HIGHLIGHTS

- **Marketing leadership** - creating and executing integrated marketing programs and sales tools.
- **Managing for performance** - delivering substantial revenue growth in highly competitive markets.
- **Workable strategies** - managing the design and execution of international marketing strategies.

PROFESSIONAL EXPERIENCE

MARKETING MANAGER

TRAVEL RETAIL AMERICAS Inc. / San Francisco, CA

Nov 2018 to present

I was recruited to lead the marketing functions for the Travel Retail Americas Group's cosmetic brand portfolio. This consisted of the Shiseido, Clé de Peau Beauté, KILAS and bareMinerals branded lines of products.

- Led visual merchandising for all brands to assure brand image consistency and enhance brand DNA.
- Acquired and developed the bareMinerals brand, opened 37 points of sale for growth of 344%.
- Achieved 15% growth in retail sales, outperforming the general Americas market.

SENIOR MANAGER, MARKETING-INTERNATIONAL

AMERICAS CORPORATION Inc. / San Francisco, CA

Nov 2012 to Sep 2018

I'm currently responsible for managing the execution of integrated marketing and VM/merchandising programs for the Shiseido Group's international markets for the bare Minerals and Suseom brands of beauty products. My focus is on broadening and raising consumer product and brand awareness to drive customer acquisition and sales.

- Creating and executing integrated marketing programs and sales tools to increase market share.
- Organizing and managing cross-functional teams - Creative, Global Brand, Merchandising/Sales.

EDUCATION

MBA (Master Business Administration), Marketing

2010

Interamerican University, Metropolitan Campus, GPA: 3.7, Relevant coursework: (CB, SA&M, TC)

COMMUNITY INVOLVEMENT

COMMUNITY VOLUNTEER - Project Sunshine

- Group volunteer-led programming to pediatric patients and their families in a variety of medical settings.

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J Ma



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How To Write A Resume: Bestsellers in 2023 The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous compelling novels enthralling the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the engaging narratives that have charmed audiences this year. How To Write A Resume : Colleen Hoover's "It Ends with Us" This heartfelt tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover masterfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can succeed. Uncover the Best : Taylor Jenkins Reid's "The Seven Husbands of Evelyn Hugo" This captivating historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reid's compelling storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. How To Write A Resume : Delia Owens' "Where the Crawdads Sing" This mesmerizing coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens crafts a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These popular novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of compelling stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a exceptional and gripping novel that will keep you wondering until the very end. The novel is a cautionary tale about the dangers of obsession and the power of evil.

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