

How to Write a Resume

1.

Contact
Information

2.

Summary
or objective

3.

Skills or
highlights

4.

Professional
experience

5.

Education
section

6.

Optional
section

Greg Jensen, MBA
Marketing Leader

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LinkedIn: [linkedin.com/company/j-jen](https://www.linkedin.com/company/j-jen)

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, NARS 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 340%.
- Achieved 17% growth in retail sales, outperforming the general American 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 Suqin 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: (CS, SA&N, TC)

COMMUNITY INVOLVEMENT

COMMUNITY VOLUNTEER - Project Sunshine

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

Guide To Creating A Resume

Puja Mehta



Guide To Creating A Resume:

Decoding **Guide To Creating A Resume**: Revealing the Captivating Potential of Verbal Expression

In an era characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its ability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Guide To Creating A Resume**," a mesmerizing literary creation penned by a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring affect our lives. In this appraisal, we shall explore the book is central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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