

LINDA MICHAELS

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MARKETING MANAGER

Campaign Development | Sales Management | Brand Building

Savvy marketing professional experienced in delivering innovative solutions to accelerate business growth. Expert in identifying customer buying cycles and implementing communication strategies to increase market share. Acknowledged for capacity to build consensus, steer strategic direction, and challenge status quo while forging strong relationships with stakeholders. Articulate, solutions-focused and team-oriented. Enjoys intricacy of devising and refining strategies to win new business and grow revenue.

AREAS OF EXPERTISE

- ▲ Sales Forecasting
- ▲ Project Management
- ▲ Lead Generation
- ▲ Communications Strategy
- ▲ Event Organising
- ▲ Market Identification
- ▲ Channel Optimisation
- ▲ Tradeshows
- ▲ Direct Marketing
- ▲ Strategic Planning
- ▲ Budget Management
- ▲ Business Development
- ▲ Competitor Analysis
- ▲ Consumer Research
- ▲ Cost Containment
- ▲ Account Management
- ▲ Corporate Hospitality
- ▲ Relationship Building
- ▲ Market Segmentation
- ▲ Brand Development
- ▲ Advertising & Promotions

PROFESSIONAL EXPERIENCE

PHONETEL, Melbourne

April 2007–Present

Marketing Manager

Challenged to drive strategic direction and grow market share in Victoria and Tasmania. Implemented research-led marketing campaigns, managed stakeholder relationships, and collaborated with distribution channels to achieve sales targets. Oversaw \$1M state marketing budget.

- ▲ **Lead Generation:** Achieved 11% revenue growth by introducing an integrated approach to prospecting comprising telemarketing, direct mailing and product sampling. Booted SME channel revenue by 8% in one month through in-store referrals. Delivered \$32K from a single direct marketing campaign.
- ▲ **Customer Relationship Management:** Turned around “scattergun approach” to client communication by segmenting marketing materials according to survey results. Received positive feedback from clients for delivery of relevant information.
- ▲ **Event Management:** Increased revenue from high profile corporate events; grew prospects database, generated appointments with key decision makers and acquired new clients.
- ▲ **Market Identification:** Reversed inaccurate nationally-driven market segments by testing assumptions. Devised strategies for new segments identified.
- ▲ **Promotions:** Leveraged Phonetel’s sponsorship of the Australian Rugby Union to drive new customer acquisition, delivering \$20K revenue in one month.
- ▲ **Creative Development:** Steered processes for advertising and promotions concepts. Managed agency relationships, wrote creative briefs and analysed effectiveness of marketing campaigns.
- ▲ **Leadership:** Selected by management to head project team charged with assessing the Phonetel brand across Australia.

CARE EMPLOYMENT AUSTRALIA, Perth

April 2006–April 2007

State Marketing Manager

Confronted upon commencement with aligning and steering marketing strategies across 27 sites statewide. Successfully implemented a systematic approach to marketing, employing innovative methods to position services and penetrate market segments. Reversed history of ad-hoc promotions that produced little results.

- ▲ **Brand Awareness:** Increased new client registration by 15% within 3 months of launching integrated campaign with market research pointing to 10% increased awareness.
- ▲ **Business Productivity:** Instrumental in overhauling under-utilised business units by instigating referral program to generate leads.
- ▲ **Market Expansion:** Uplifted youth registrants 50% over 12 month period by identifying and promoting service offerings through targeted advertising campaigns.
- ▲ **Brand Development:** Overhauled branding statewide by creating a consistent “look and feel” across all sites and redeveloping marketing materials according to brand guidelines.

NETVISION PTY LTD, Perth

March 2003–March 2006

Corporate Account Manager

Charged with developing the corporate portfolio by identifying, acquiring and retaining large corporate clients with 200+ employees.

- ▲ **Business Development:** Grew “share of wallet”; collaborated with clients on service requirements, won new business and created proposals for uptake of product lines.
- ▲ **Market Share:** Doubled portfolio revenue to \$2M by increasing market share of financial services segment through networking, telemarketing and referral initiatives.
- ▲ **Sales Targets:** Consistently achieved sales targets through accurate forecasting and lead generation.
- ▲ **Networking:** Gained introductions to senior decision makers as a result of forging strong relationships with middle management within client organisations.

PREVIOUS APPOINTMENTS

NOUS COMPUTER SOCIETY, Dublin, Ireland

Aug 2001–Jan 2003

Marketing Executive

Generated 27,000 registrants for a 12-month pilot program to improve computer literacy. Following initial success, program was improved and extended nationwide.

OZTEL COMMUNICATIONS LTD, Perth

Jan 1998–Mar 2001

Marketing Executive

(Nov 1999–Mar 2001)

Supported revenue growth activities by organising seminars, developing sales kits, conducting focus groups and direct mailing.

Sales Executive

(Jan 1998–Nov 1999)

Managed portfolio of 400 small business customers. Grew revenue by 150%. Exceeded sales targets by implementing effective contact strategies, developing sales leads, and delivering information to customers.

EDUCATION & TRAINING

Graduate Diploma of Business (Marketing), University of Western Australia, 2006

Bachelor of Education, University of Sydney, 1996

7 Habits of Highly Effective People

Six Sigma–White Belt

Challenge:

When Linda contacted me, she was concerned—staff had been informed that the company would be making cutbacks over the coming months. Linda did not know whether she would retain her job, be redeployed or offered a redundancy package.

Prior to contacting me, she had applied for several roles but had not succeeded in getting interviews. She was concerned that she was a marketing “generalist” and as a result was being overlooked for the positions she applied.

Action:

Upon reviewing Linda’s existing resume, I discovered that she was not pitching herself at the right level simply because she was focusing on tasks and responsibilities. This did not differentiate her from junior marketing professionals. I explained to Linda that we could elevate her “personal brand” and value by taking the tasks she performed to the “next step”—through highlighting results that ensued. All the employers she worked for were household names, which worked in her favour, particularly when “hard” results can be demonstrated.

I was careful not to pigeonhole Linda as a “telecommunications” marketer (she had worked for a number of the major players in that industry) to allow her as much flexibility as possible in her job search, focusing instead on results and the experience she could transfer across to any organisation.

As many marketing roles are attributed to “cost centres” rather than “profit centres” (although not necessarily in Linda’s case), I ensured her achievements were connected to bottom line results wherever possible. I started each bullet point within her “Professional Experience” section with marketing terminology to clearly communicate her capabilities in the area.

Results:

When Linda saw the resume I created about a month ago, she expressed surprise at how I had succinctly summarised 27 pages of information into 2 pages. She sent it to recruiters she had been in contact with for initial feedback; all of them commented that it was a significant improvement. Due to an unusually busy workload, she had not actively applied for jobs but will be refocusing on her job search campaign in the weeks to come.

Note: Australian spelling (‘program’ spelt the same in the US, however, other words mainly follow British spelling). Adjusted to US Letter size.