



KEVIN MORRISON

ABOUT ME

Marketing director with a proven record in setting and implementing comprehensive marketing strategies, managing multimillion-dollar budgets, and leading high-performing teams at global companies like Procter & Gamble and Unilever. Certified Marketing Management Professional (CMMP), Certified Professional Marketer (CPM), and Professional Certified Marketer (PCM) with a demonstrated ability to increase brand awareness, boost sales, and improve marketing efficiency through data-backed decisions.

PROFESSIONAL EXPERIENCE

Marketing Director | Procter & Gamble | Cincinnati, OH

June 2017 to present

- Set and implemented a comprehensive marketing strategy that increased brand awareness by 30% and boosted sales by 20%
- Managed a \$5 million marketing budget, allocating funds to various campaigns and tracking costs to ensure a good return on investment
- Led and mentored a team of 10 marketing professionals to ensure adequate performance and achievement of the company's marketing goals

Senior Marketing Manager | Unilever | Englewood Cliffs, NJ

July 2015 to May 2017

- Played key role in the strategic planning process, identifying target audiences and setting marketing objectives that aligned with the company's business goals
- Managed multiple marketing campaigns, increasing customer engagement by 25% and sales by 15%
- Used data analysis and reporting to track the success of marketing initiatives and make data-driven decisions, improving marketing efficiency by 20%

PROFESSIONAL DEVELOPMENT

- Certified Marketing Management Professional (CMMP), International Institute of Marketing Professionals
- Certified Professional Marketer (CPM), American Marketing Association
- Professional Certified Marketer (PCM), American Marketing Association

CONTACT



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LinkedIn | Portfolio

KEY SKILLS

- Data gathering and analysis
- Marketing campaign management
- Team leadership and motivation

EDUCATION

Bachelor of Science in Marketing |
UNIVERSITY OF CALIFORNIA,
Berkeley, California | May 2010

Master of Business Administration
(MBA) with a focus on Marketing |
HARVARD BUSINESS SCHOOL,
Boston, Massachusetts | June 2015

Master's in Marketing Management |
NORTHWESTERN UNIVERSITY,
Evanston, Illinois | December 2017