

Juan Annatoo

TRADE MARKETING MANAGER

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SUMMARY

Marketing Adventurer, tech appreciator, traveling enthusiast, Experienced Entrepreneur with a demonstrated history of working in the think tanks industry. Skilled in Digital Strategy, Marketing Management, Advertising, Market Research, and Brand Management. That's but one aspect of me, the other side is a highly creative individual who loves technology, travel, fashion, industrial design and advancement in education for the new generation of young Einstein's!

SKILLS

Office ● ● ● ● ○
Wordpress ● ● ● ○ ○
Social Media ● ● ● ● ○

Idea Creation ● ● ● ● ●
People Encourager ● ● ● ● ●

EXPERIENCE

TRADE MARKETING MANAGER

McKesson, CA *Aug 2009 - Feb 2014*

Accountable for developing and implementing marketing objectives and strategies for the activation of all below the line activity relating to the brand marketing calendar.

To include the development and implementation of new innovative marketing strategies for the brand within an extremely competitive environment – maintaining our Number 1 position in the prestige skincare category.

Evaluates results and provides feedback to Brand management.

Maintain retail partner relationships and utilize resources to promote the brand

- Ensures Customer and Market Growth
- Develops Trade marketing plan for Brand
- Promotes and protects Brand identity
- Manages Operational effectiveness
- Improves Business Processes
- Formulate trade marketing strategy across categories of skincare, make-up and fragrance. Manage the launch activity within marketing team.
- Manage and implement all new media initiatives – to include:
 - Online advertising and promotions
 - Magazine advert and advertorial communications
 - Social media strategies
 - Mobile campaigns
 - Website developments
- Manage the Clinique database (target retailer databases; build EL database).

- Manage the implementation of new retail CRM system.
- Plan and manage the execution of a top door strategy with Sales Manager
- Regular in-store visits to ensure consistency of brand within malls and retailers
- Mall activation planning and implementation to ensure constant customer activation
- Build and maintain retailer relations within malls to identify top selling products within regions
- Review top performing malls as well as new malls to ensure relevant activation

MARKETING MANAGER

Verizon, Texas, US *Nov 2007 - Aug 2009*

Primary objective is to maintain or develop and increase brand presence and revenue through targeted and focused marketing activities in select geographical or language markets.

Other duties include:

- Implement strategies for acquiring and or retaining profitable customers
- Manage relationships with Channel partners
- Manage and maintain Brand integrity of the product
- Deliver and execute promotions and offers that are country specific
- Manage execution and planning of Conversion program
- Manage execution and planning of Retention promotions
- Support and develop VIP relationships
- Support other web marketing responsibilities as needed
- Prepare and communicate regular reports to line management

MARKETING EXECUTIVE

Johnson & Johnson, LA *Jul 2005 - Aug 2007*

Responsible for the full marketing function of the brand which includes some of the following:

- Conceptualisation and implementation of marketing strategies on a monthly basis
- Structure and execute a balanced marketing communications mix; advertising – above and below the line, PR, e-marketing including web marketing/viral marketing, fairs and exhibitions, sales promotion, event promotions, sponsorship, packaging
- Managing the entire product line life cycle from strategic planning to tactical activities
- Manage and uphold marketing standards and image of the brand (145 stores)
- Direct marketing campaigns to customers in order to maintain retention, grow new customer base and increase re-serve rate.
- Lecture and inform Regional managers, Area managers, Branch managers, Assistant managers and Sales staff on marketing campaigns, marketing trends and the importance of marketing on a monthly basis
- Brand building to enhance product differentiation, grow brand economic value from a consumer and a brand owner perspective. Negotiate co-op partnerships with other retail brands to increase brand awareness
- Analysing partner relationships with a view to introduce new products/enhance existing products
- Implementation and presentation of all marketing campaigns to corporate Management board. Evaluate the effectiveness of marketing campaigns and monitor metrics, especially ROI
- Continuously interact with internal and external customers to ensure the highest standard of service.
- Initiate and evaluate customer research, market conditions, competitor data and implement a marketing plans. Develop and implement a company-wide go-to-market plan, working with all departments to execute.
- Effectively manage the feedback and detail needed for the In-house club magazine
- Continuously ensure that a good interactive relationship is maintained within the brand and relevant stakeholders.
- Cost, plan and implement the brand marketing budget

MARKETING MANAGER

Procter & Gamble, NewYork *Nov 2001 - Jul 2005*

- Research, plan and implement together with the agency the new look and feel of Lubners, from “Lubners Furnishing your dreams” back to “Lubners are the greatest”
- Effectively monitor customer satisfaction levels on a regular basis and report back on any irregularities.
- Manage and implement all media initiatives – to include: TV, Magazines, Catalogue, Newspapers and Radio
- Effectively co-ordinate the timeous delivery of marketing/advertising material, ensuring that the customer’s expectations are exceeded at all times
- Interact with internal and external customers ensuring the highest standard of service
- To ensure that all deadlines are met
- Accumulate and monitor competitor activity
- Create a monthly communicator that is creative and exciting regarding current promotions and advertising
- Measure the effectiveness of catalogues and tv advertising on an ongoing basis

Ensure that the image of the brand is upheld by all stores

ASSISTANT MARKETING MANAGER

Aim Construction *Nov 1998 - Nov 2001*

- Ensure that all regional shopping centres owned by the firms would have consistent and exciting exposure to ensure constant feet through the door
- Ensure that all tenants requirements and queries are handled timeously to grow internal as well as external customer satisfaction
- Assist with administrative requirements involved in the running of the centres
- Create monthly communicators to ensure tenants are aware of all promotional events happening within the centres.
- Drawing up of leases, monitoring soon to expire lease agreements
- Regional communication and exposure within relevant publications

EDUCATION

Diploma in Marketing Management

Brown University *Feb 1992 - Nov 1997*

Bachelors in Business Management

Dartmouth College

LANGUAGES

English



German



French

