

Marta Glasser

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SUMMARY OF QUALIFICATIONS:

3 years' successful experience in brand marketing
Proven ability to create, implement and manage large scale projects
Able to maintain schedules and work within time and budget constraints
Outstanding interpersonal skills

PROFESSIONAL EXPERIENCE:

Marketing:

- Developed and launched **new products** like XYZ, KLM or EFG
- Developed and implemented highly successful marketing campaigns of **icon brands** like ABC and DEF
- Developed and executed **category marketing plans**
- Successfully identified value-added customer requirements
- Created new successful solutions to building **brand awareness** and **market share**
- Organized promotional events for numerous brands

Financial Management:

- Administered annual budget
- Submitted financial reports
- Forecasted and optimised expenditures within certain budget constraints

Training:

- Created and implemented incentive programme for subordinates
- Organized educational workshops and staff training sessions
- Hired staff and interns

Computer skills:

- Extensive knowledge of Word, Excel, PowerPoint, Page Maker and CorelDraw

WORK HISTORY:

Brand Manager, ABC Company, Warsaw, Poland 2004 – 2005
Product Manager, ABC Company, Warsaw, Poland 2003
Sales Representative, XYZ Company, Ostroleka, Poland 2003

TRAINING:

Courses: Team Leadership, Presentation Skills, Negotiation Skills

EDUCATION:

M.A., Organisation and Management, Major: Retail Marketing 1998 – 2003

INTERESTS:

Basketball, non-fiction books