

Larae Brookover

Business Marketing Consultant

Profile

I am a Business Marketing Consultant with over 5 years of experience. I have worked extensively with clients in the past to help them increase their sales and grow their businesses. My skills include market research, target marketing, lead generation, and project management. I have a proven track record of success in helping my clients achieve their business goals. In my most recent position, I was responsible for conducting market research for a new product launch. I identified the target market for the product and developed a marketing strategy that resulted in successful sales during the launch period. My work on this project helped contribute to an overall increase in company revenue by 10%.

I am confident in my ability to provide value to any organization as a Business Marketing Consultant. With my knowledge and experience, I can help your company reach its full potential by increasing sales and expanding your customer base

Employment History

Business Marketing Consultant at Pinnacle Solutions, Inc., IN

Mar 2022 - Present

- Led a team of 5 marketing consultants in developing and executing an integrated marketing communications plan for a \$2B technology company, resulting in increased brand awareness by 20%.
- Defined the target market for a start-up software company and created messaging that resonated with this audience, leading to record sales in the first year of operation.
- Developed a social media strategy for a major retailer that generated over 1 million new followers within 6 months.
- Planned and executed a national trade show tour for an industrial equipment manufacturer that resulted in meeting or exceeding sales goals at each event.

Business Marketing Consultant II at KSM Consulting, IN

Aug 2017 - Feb 2022

- Negotiated and closed \$3.5 million in new business contracts.
- Led a team of 12 marketing consultants to deliver successful projects for clients.
- Wrote proposals that resulted in the acquisition of 4 new accounts.
- Defined social media strategy for a client that increased web traffic by 25%.
- Implemented an innovative email marketing campaign that boosted sales revenue by 15%.

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📍 400 West 7th Avenue, Gary, IN 46402

Education

Bachelor of Science in Business Marketing at Indiana University

Sep 2012 - May 2017

Some skills I've learned are effective communication, teamwork, time management, and critical thinking.

Links

[linkedin.com/in/laraebrookover](https://www.linkedin.com/in/laraebrookover)

Skills

Marketing

Business

Consulting

Strategy

Planning

Execution

Languages

English

French

Hobbies

Traveling

Photography

Reading