

Merry Vigna

Business Marketing Specialist

Profile

I am a Business Marketing Specialist with over 5 years of experience. I have worked extensively in the areas of market research, product development, and sales strategies. I have a proven track record of success in developing and implementing marketing plans that achieve desired results. My skills include excellent communication, project management, and analytical abilities. I am also proficient in using various software applications related to my field

Employment History

Business Marketing Specialist at J.P. Morgan, MO

Jun 2022 - Present

- Negotiated and created partnerships with 3 new vendors, which increased product offerings by 20%.
- Developed a marketing campaign that generated \$2M in revenue in the first month.
- Led a team of 5 direct reports and 10 indirect reports to successfully launch a new product line.
- Wrote copy for 12 landing pages that resulted in a conversion rate increase of 35%.
- Managed budgets totaling \$1.5M across all channels including paid search, display advertising, email marketing, etc.
- Planned and executed 4 trade shows which led to an increase in sales leads by 25%.

Business Marketing Specialist II at Bank of America, MO

Jul 2017 - May 2022

- Led a team of 4 marketing specialists and 2 coordinators in the development and execution of integrated marketing plans for 3 product lines with budgets totaling \$4 million.
- Achieved 102% to goal on all key performance indicators (sales, market share, brand awareness) for products managed during fiscal year 2017.
- Negotiated and executed media contracts with ABC, NBC, CBS, Fox, and ESPN resulting in an estimated savings of 15% compared to previous year's spend.
- Led cross-functional teams in the launch of 2 new products achieving first-year sales targets by 122%.
- Launched supporting advertising campaigns that generated 85 million impressions and won a Silver ADDY award from the American Advertising Federation.
- Developed annual trade show strategy resulting in increased booth traffic by 38% and qualified leads by 27%. Exceeded ROI goals by 42%.

Education

Bachelor of Science in Business Marketing at Missouri State University

Aug 2013 - May 2017

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

Details

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Links

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

Skills

Business marketing

Marketing research

Consumer behavior

Market segmentation

Product positioning

Advertising campaigns

Sales promotion

Languages

English

Russian

Hobbies

Organizing and planning events

Designing and conducting market research

Analyzing marketing data