

Marfil Pardue

Business Marketing VP

✉ marfil.pardue@gmail.com

☎ (910) 792-1608

📍 4257 Wilson St, Eugene, OR 97402

EDUCATION

Bachelor of Science in Business Marketing at University of Oregon, Eugene, OR

Sep 2011 - May 2015

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

LINKS

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

SKILLS

Business marketing

Business strategy

Marketing communications

Brand management

Digital marketing

Market research

Product development

LANGUAGES

English

Mandarin

HOBBIES

Listening to music

Reading

Travelling

EMPLOYMENT HISTORY

● Business Marketing VP at Nike, OR

Mar 2022 - Present

- Negotiated and secured a \$5 million contract with Acme Corporation.
- Grew market share by 3% last year.
- Led the development of a new marketing strategy that generated an additional \$10 million in revenue.
- Achieved 95% customer satisfaction rating.
- Implemented a new CRM system that increased efficiency by 20%.
- Won "Marketer of the Year" award from the American Marketing Association.

● Senior Business Marketing VP at Adidas, OR

Jul 2019 - Feb 2022

- Led the development and execution of marketing plans that achieved a 30% increase in sales year-over-year.
- Defined target markets and developed strategies to penetrate those markets, resulting in a 15% market share growth.
- Reorganized the marketing department which led to a 20% decrease in operating costs.
- Launched 3 successful product lines that generated \$100 million in revenue within the first year.
- Developed and executed social media campaigns that increased brand awareness by 25%.
- Negotiated partnerships with key industry partners which resulted in increased exposure for our products/services.

● Lead Business Marketing VP at Puma, OR

Jul 2015 - May 2019

- Led the development and execution of marketing plans that resulted in increased market share for the company by X%.
- Grew revenue by Y% through successful management and implementation of marketing initiatives.
- Implemented cost-saving measures that reduced overall marketing expenses by Z%.
- Led a team of 20+ direct reports, managing budgets totaling \$XX million dollars.
- Negotiated partnership agreements with key industry partners which led to new growth opportunities.
- Managed cross-functional teams to develop integrated campaigns across multiple channels.

CERTIFICATES

Certified Marketing Professional (CMP)

Dec 2020

Certified Social Media Marketing Professional (CSMMP)

Mar 2019

MEMBERSHIPS

American Marketing Association

Business Marketing Association