



SCOTT BAILEY

Profile

A highly accomplished senior-level marketing professional with extensive experience in top-tier companies such as Procter & Gamble and Unilever. Noted for developing innovative marketing strategies and implementation abilities, demonstrated by significant increases in market share and productivity during employment tenures. A Harvard Business School alumnus with strong leadership, team management skills, stakeholder engagement expertise, and certified proficiency in marketing management.

Professional Experience

- May 2015 - present
Procter & Gamble, Boston, MA
Director of Marketing
 - Developed and executed robust marketing strategies that contributed to an overall increase in market share of 12%
 - Led a team of 20 marketing professionals, providing mentorship and professional development opportunities, which resulted in a 15% increase in team productivity
 - Maintained key stakeholder relations, present marketing initiatives, and achieved a 90% satisfaction rate based on stakeholder feedback
- January 2009 - April 2015
Unilever, Philadelphia, PA
Senior Marketing Manager
 - Utilized market research to inform strategic planning, leading to a 25% increase in targeted marketing efficiency in 2014
 - Conceptualized and implemented digital marketing campaigns, resulting in a 30% growth in online sales within 90 days
 - Successfully managed cross-functional teams, streamlining the workflow which improved project completion rate by 20% in 2012

Certifications

- Certified Marketing Management Professional (CMMP), International Institute of Marketing Professionals, 2014
- Professional Certified Marketer (PCM), American Marketing Association, 2013
- Certified Professional Marketer (CPM), Asia Marketing Federation, 2012

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✉ email@example.com

🌐 LinkedIn | Portfolio

📍 City, State Abbreviation Zip Code

EDUCATION

Master of Business Administration (MBA) - Marketing

Kellogg School of Management,
Northwestern University,
Evanston, IL
2008

Bachelor of Science in Marketing

University of Chicago, Chicago, IL
2002

KEY SKILLS

Digital marketing

Leadership and talent development

Market research

Stakeholder engagement

Strategic planning and

implementation