

# Isabella Torres

**Specialist in developing retail partnerships and in-store marketing campaigns**  
Trade marketing specialist with five years of experience collaborating with retail partners to enhance product visibility and drive sales. Skilled in promotional planning and merchandising.

IT

## CONTACT



(123) 456-7890



email@example.com



LinkedIn | Portfolio



Sacramento, CA

## EDUCATION

- BACHELOR OF SCIENCE IN MARKETING | CALIFORNIA STATE UNIVERSITY, SACRAMENTO, CA | MAY 2019**

## KEY SKILLS

- Channel marketing
- Merchandising
- Retail partnerships
- Sales strategy
- Trade show coordination

## PROFESSIONAL EXPERIENCE

**TRADE MARKETING SPECIALIST | MARKETFLOW, SACRAMENTO, CA | JUNE 2022 - PRESENT**

- Organized trade shows, generating \$1.5 million in new business annually
- Developed retail promotions that increased sales by 25% per quarter
- Coordinate merchandising strategies with partners to enhance product placement

**MARKETING ASSOCIATE | CONSUMER GOODS CO., SACRAMENTO, CA | AUGUST 2019 - MAY 2022**

- Assisted in planning retail promotions and analyzing sales data
- Conducted competitive analysis to identify opportunities for market entry