

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

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.

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