

Susan Horn

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PROFESSIONAL OBJECTIVE

Seeking Director of Marketing position at The Devcich Group.

SUMMARY OF QUALIFICATIONS

Marketing Management: More than 10 years experience in creation, design, and implementation of multi-million dollar marketing programs as they relate to software product launches, value-added third party partnerships, support of the sales cycle, and customer retention.

Project Management: Accomplished at managing marketing programs that include multiple elements and contributors. Demonstrated ability to coordinate with cross-functional groups and vendors to complete projects consistently on deadline.

Communication: Skilled at identifying and collaborating with key contributors. Led meetings with representatives from multiple groups. Excellent verbal and written communication skills.

RELATED EXPERIENCE

Spike Software Inc., Palo Alto, CA

Marketing Manager, 11/xx-present

- Managed strategic marketing programs that support third-party partners, including VARS, solution providers, software developers, and trainers.
- Supervised staff of 25; department received award for efficiency and ingenuity.
- Collaborated with product sales managers to identify key partners needing focused support.
- Managed and maintained product Web site to provide a core communication site to promote partner program and key partners.

Product Marketing Manager, 12/xx-11/xx

- Managed Spike Software's \$15 million budget.
- Developed Sales CD to promote Spike products at tradeshow, through direct mail campaigns, and corporate sales.
- Managed direct mail lead generation program resulting in a five percent response rate.
- Planned and supported key tradeshow and seminar series to showcase Spike product suite.
- Implemented vertical marketing program to support the sales cycle in key markets.
- Maintained marketing program's quarterly budget.

Associate Product Manager, 6/xx-12/xx

- Performed the product release management function for tracking international launches.
- Interfaced with manufacturing, creative marketing, engineering, product marketing, and sales to track product releases.
- Managed BOM and SKU listing to ensure accuracy, reducing count by 40 percent.

Product Coordinator, 12/xx-6/xx

- Supported a 20-person marketing group by providing meeting organization and project coordination.

XYZ Communications, Inc., San Jose, CA

Marketing Specialist Contractor, 4/xx-12/xx

- Managed marketing projects related to sales tool development to support product launches, field sales efforts, and to educate customer base.

EDUCATION

- Master of Business Administration, Donald and Sally Lucas Graduate School of Business, San Jose State University, San Jose, CA 20xx
- Bachelor of Science, Advertising, San Jose State University, San Jose, CA, 19xx