

Jo Citizen | Marketing Director

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Personal profile

A concise overview of your story - who you are, the career skills and experience relevant to the position you are applying for, your career direction and anything that sets you apart.

Employment summary

Nov 2016 - current	Marketing Director	ABC Corporation
Sept 2014 – Aug 2018	National Marketing Manager	ABC Corporation
Jan 2010 – Jul 2014	Marketing Manager	DEF Corporation
Apr 2006 – Dec 2009	Brand Manager	GH Corporation
Jan 2003 – Feb 2006	Assistant Brand Manager	IJ Corporation
Feb 2001 – Dec 2002	Marketing Coordinator	KLM Corporation

Employment history

Sept 2014 – present ABC Corporation - Sydney

Description of employer (e.g. size, employees, operating environment), business context relevant to your role. ABC Corporation is an Australian listed FMCG company with an annual turnover of \$500M and over 1000 employees. They manufacture market leading food brands, sold through the grocery and petrol and convenience channels.

Nov 2016 – present Marketing Director ABC Corporation

Responsibilities

Statement of your role responsibilities. Managing the entire marketing function, including Research and Development with a total staff of 65 and a marketing expenditure of \$42M.

- Dot points of your key responsibilities, what you managed and owned.
- Formulating strategic roadmaps
- Accountable for delivering the P&L result for the largest national portfolio
- Lead a team of 54 with 8 direct reports
- Responsible for ATL & BTL activity, inclusive of local strategy, communication, innovation, pricing strategy, sales engagement, customer marketing, sponsorship, R&D, global brand management.
- Manage the marketing support for our International business
- Led relationships with key partners

Achievements

- List your key achievements, providing context to demonstrate the value provided to the business.
 - Details
- Achieved the recovery in full through pricing, changes to promotional strategies, NPD, product downsizing and product reformulation.
- Revised the media strategy using a touchpoints research study and analysing geographical cost effectiveness. Delivered 30% greater reach with the same budget.
- Inspired a 25 strong cross functional category team through sophisticated team building around MBTI and a shared vision. Resulted in significant improvement in morale and team engagement.
- Turned one of our key brands from double digit declines to +11% value growth in a declining segment through brand repositioning, world class advertising development and focused NPD.

Sept 2014 – Aug 2018 National Marketing Manager ABC Corporation

Responsibilities

- Responsible for ANZ portfolio including a complex mix of Grocery categories and brands
- Managed a team of five
- Reported to the Director of Brand Marketing

Achievements

- Delivered value growth of +4% and margin growth of +21% in 2017 through portfolio profit mix management, focused NPD growth initiatives and product cost optimization.

Jan 2010 – Jul 2014

Marketing Manager

DEF Corporation

About DEF Corporation.

Responsibilities

Statement of your role responsibilities.

- Dot points of key responsibilities, what you managed and owned.

Achievements

- List your key achievements, providing context to demonstrate business value.
 - Details

Apr 2006 – Dec 2009

Brand Manager

GH Corporation

About GH Corporation.

Responsibilities

Statement of your role responsibilities.

- Dot points of key responsibilities, what you managed and owned.

Achievements

- List key achievements, providing context to demonstrate business value.
 - Details

Education

- Year completed: Educational level attained, location

Professional development

- Year completed: Provider, details

Interests

- Any relevant hobbies or interests that make you a well-rounded human being.

Referees: