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# JILL HIREME

1234 Rainbow Road  
Rogers, AR 72758

479-123-4567  
youremail@mail.com

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## PROFILE

**CATEGORY ADVISOR WITH CATEGORY MANAGEMENT AND ADVISOR EXPERIENCE WORKING WITH THE WALMART ACCOUNT, OFFERING STRONG ANALYTICAL SKILLS AND LEADERSHIP TRACK RECORD TO DELIVER GROWTH.**

**PROFICIENT IN RETAIL LINK, EXCEL, ACCESS, WORD, OUTLOOK**

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## PROFESSIONAL EXPERIENCE

### **ABC COMPANY – BENTONVILLE, AR**

*CATEGORY ADVISOR*

2007 to Present

- Responsible for management of the \$60MM ABC category for Walmart account
- Delivered year on year 15% category sales growth in mature category
- Developed in-store marketing program that drove +56% in incremental volume
- Secured distribution of 100% of new items launched by ABC Company
- Designed a tracking tool that reduced costs by 15% annually

### **XYZ CORPORATION – BENTONVILLE, AR**

*TRADE MARKETING MANAGER*

2003 to 2007

- Responsible for management of trade spending for the \$30MM XYZ business nationwide
- Consistently exceeded sales lift and profit goals for each year in role
- Developed and successfully implemented new trade spending allocation model
- Increased promotional profitability 16% by increasing trade spending efficiency
- Executed co-marketing programs at key accounts nationwide leading to 35% sales lift

### **XYZ CORPORATION – HEADQUARTERS, MN**

*TRADE MARKETING ANALYST*

2001 to 2003

- Responsible for analysis of trade spending for the \$30 MM XYZ business nationwide
  - Recognized \$800K opportunity to increase promotional profitability through trade analysis
  - Conducted competitive trade spending analysis that recognized \$3MM opportunity gap
  - Designed sell through tracker to more effectively gauge promotion results
  - Trained analysts throughout company on use of new tracking tools
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## EDUCATION

**University of Learning**  
University Park, PA  
GRADUATED CUM LAUDE

2001

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