

Daniel Levy

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Objective

Obtain a senior management role as a Product Marketing Manager in the FMCG industry in Vancouver.

Summary of Qualifications

Self-motivated Product Marketing Manager with over five years experience delivering on all aspects of product marketing from conception and production to packaging and pricing.

Significant Achievements

- Won confectionary product of the year for Twizzer Twazzers in the IFCA 2008.
- Increased sales volume of Sweets Ltd.'s top four products by 125% in 24 months.
- Recognised as Irish Confectionary's Golden Marketer by IFCA in 2007 and 2006.

Key Skills

Managerial:

- Successful track record of selecting highly talented members to perform duties of a product development plan.
- Facilitate training workshops to increase team member's learning and knowledge base.
- Responsible for all aspects of product development.
- Thorough understanding of marketing, sales, and promotions.
- Manage a team of 20+ associates per project.

Marketing:

- Extensive experience in producing highly marketable products for various markets including hospitality, technology, and manufacturing.
- Increased market share from 4% to 7% in three years of successful marketing and promotions of over 80 products.

Sales:

- Coordinate target markets for successful sales.
- Introduce unique products in each market to coordinate with needs of prospects.
- Increased sales in three markets by 10% annually by implementing successful sales presentations, promotional materials, and initiating sales training.

Work Experience

Product Marketing Manager: Nov. 2007 - Present, Sweets Ltd., Dublin, Ireland.

Product Marketing Manager: Feb. 2004 - October 2007, Lolly Enterprises, Galway, Ireland.

Marketing Executive: May 2000 - Jan. 2004, Mints with Holes, Cork, Ireland.

Education

University College Dublin, Dublin, Ireland

- Masters of Business Administration (Aug. 2003)

University College Dublin, Dublin, Ireland

- Bachelor of Science in Economics (May 2000)
- Minor in Marketing

Affiliations

Jan. 2001 - Present: Irish Marketing Association, Member

Community Involvement

February 2000 - Present: Boy Scouts of Ireland, Marketing Consultant