

Shawn Hood

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Marketing Executive

Innovative, results-driven Marketing Executive with experience in marketing channel management and strategy design within promotional product, publishing, retail, and wholesale industries. Proven track record in sustaining exceptional rapport with business partners, procuring new business opportunities, and championing company objectives that maximize revenue and market share. Success in oversight of multi-million-dollar business operations with full P&L expertise. History of managing streamlined operations for sales, marketing and merchandising, creative, and other in-house operations. Talented leader with ability to cultivate cohesive teams and positively communicate across all organizational levels.

Areas of expertise include:

Strategic Marketing Initiatives	Continuous Process Improvements
Budget Administration	Account Management & Growth
Profit & Loss Oversight	Business Partner Relationships
Advertising & Product Promotions	Staff Training & Development

PROFESSIONAL EXPERIENCE

VICE PRESIDENT, BUSINESS DEVELOPMENT, October 2017 to March 2020
POSITIVE PROMOTIONS, Hauppauge, NY

Directed and guided a team of 14 telesales professionals that generated over \$30M in promotional product sales. Involved in business development of large accounts, wholesale distribution, lead generation, sourcing and all aspects of account management.

Managed all aspects of account management, including development of large accounts, conversion of large orders, product sourcing, lead generation and measuring of KPIs. Planned and executed trade shows from initial identification of trade shows to post show follow up to ensure maximization of investment. Secondary role of business development manager for \$2.4mm wholesale division of the company, including marketing, customer service and account management. Provided first-hand information from customers to Marketing and Sourcing to assist in development of new product ideas, merchandising opportunities and improved marketing plans.

VICE PRESIDENT, MARKETING & SALES, March 2007 to September 2017
SHERMAN SPECIALTY, INC. - WOWLINE, Jericho, NY

Oversaw all competencies regarding marketing strategies, business and budget development, and sales forecasting for \$18M toy and novelty company that hosts several divisions that include retail, wholesale, and promotional products.

Directed in-house and field sales teams in proactive management of key account strategies that grow and sustain clients. Oversee strategy development and launch for Merchandising and Art Departments. Prepared and implemented plans for advertising, catalogs, email marketing, and trade shows for all company divisions. Cultivated and sustained business development opportunities to include preferred partnerships with 20+ leading promotional product distributors and dental suppliers.

Served in crucial role for restructuring and streamlining a centralized Marketing Department and sales, merchandising, and creative teams effectively, enhancing business growth and well-organized processes.

Increased annual Wholesale Division sales from 10% to 30% over three-year period from 2013FY to 2016FY. Championed internal improvements that streamlined processes in order management, training systems, printing operations, sales reporting procedures, and website planning and expansion.

PRODUCT MARKETING MANAGER, 2005 to 2007

AccountantsWorld, Inc., Hauppauge, NY

Key player in business development that included potential partnership identification and design of strategies that enhanced traffic and generated revenue.

Planned and launched marketing campaign for portal and fee-based products and services developed to provide accounting professionals with innovative tools. Conceived and designed marketing promotions and materials such as direct mail, campaign based telemarketing, and online promotions. Coordinated with Technical, Web Production, and System Administration departments in development of cutting-edge web-based products and product enhancements.

PROFESSIONAL EXPERIENCE CONTINUED

SENIOR PRODUCT MANAGER, 2001 to 2005

Aspen Publishers, Inc., New York, NY

Supported full profit and loss proficiencies for \$35M Security and Corporate Law publishing line with 100 online libraries, treatises, books, and journals.

Directed annual marketing campaigns that fully supported revenue objectives across multi-levels organizational-wide to include accounts, field sales, direct mail, Internet marketing, and trade shows. Provided lead on product development initiatives for content, pricing, and marketing for all print and online products. Held full accountability for investigating and proposing publishing acquisitions ensuring integration processes involving due diligence, sales and marketing estimation, data conversion harmonization with customer management system, and sales training coordination for numerous sales teams.

Instrumental in development of innovative products that realized sales of \$2M+ within first year.

Played key role in acquisition of securities publishing line with \$5M in revenue and 20K subscribers.

ADDITIONAL EXPERIENCE:

Product Manager, AdOne LLC, New York, NY

Product Manager, Research Institute of America Group, New York, NY

EDUCATIONAL BACKGROUND

Baruch College, New York, NY | **Master of Business Administration in Finance - Securities & Investments**

University of Delaware, Newark, DE | **Bachelor of Science in Business Administration - Marketing**