

Arturo Job

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Analytical and data-driven professional with CPG and retail marketing experience; proven ability to deliver results and develop brands through strategic marketing, business development, and cross-functional team leadership.

- Marketing Strategy
- Market Research
- Digital Marketing
- Promotion Analysis
- Product Development
- Pricing Strategy

EDUCATION

North Carolina State University, Raleigh, NC

Bachelor of Science in Economics (BS), Minor: Italian, May 2010; GPA: 3.98

Student Body President; Co-captain of Club League Soccer team

Universita de Bologna: study abroad in Bologna, Italy 2008-2009

PROFESSIONAL EXPERIENCE

A-Mart Stores, Denver, CO 2010-2015

Industry leading retailer with \$5B annual revenue and 500 stores across North America.

Marketing Category Manager, Wash-A-Alot 2012-2015

- Managed full-cycle marketing strategy and execution for ~\$18M national value detergent brand; revenue increased >21% during time under management
- Developed strategic marketing plan to drive revenue and gross profit of a \$750M consumer goods category.
- Delivered 6.7% sales growth in 2016 by optimizing SKUs and expanding merchandising for key growth brands
- Analyzed sales and margin data, IRI/Nielsen data, competitive intelligence data, and consumer insights
- Led cross-functional teams, including finance and operations, to implement various category initiatives including a new merchandising process that improved gross profit by \$4.5M

Marketing Category Analyst 2010-2012

- Created marketing and promotional strategies delivering 12.5% sales growth in \$50M consumer goods category.
- Conducted detailed competitive analysis that was used to formulate the chain's long term category strategy, optimizing pricing and spend strategy by ~20%
- Managed external agencies to create and execute digital-print advertising media; negotiated rates, for savings ~15%
- Recognized company-wide with "Rising Star in Marketing" award, given annually to junior employee who is judged to demonstrate outstanding promise in marketing
- Promoted to Marketing Category Manager within 2 years vs. company average of 6+

ADDITIONAL INFORMATION*

- Triangle Business Journal "40 under 40" young professionals nominee 2016
- Decision Analytics Certificate 2016
- Volunteer for Habitat for Humanity 2011-2016

*(Choose any one of these categories: Additional Information / Licenses and Certifications / Professional Development / Professional Organizations / Community Activities / Technology Qualifications / Honors and Awards / Publications/ Work Authorization)