

## Jayobi.com Sample Elevator Pitches

For the last ten years, I was a Marketing leader for American Widget Corp, the 3<sup>rd</sup> largest widget manufacturer in the US. They're a publicly traded company with a big presence in both The Home Depot and Lowe's, as well as selling directly to the top US builders, such as DR Horton and Beazer.

One of my first projects there was to create and launch a new widget, The AWC Collection, which became the largest single collection in the US, selling over \$70M and gaining significant market share. What was unique about AWC is that it was the first widget offered in all sizes/finishes, and I implemented a total market campaign, complete with a brand identity, showroom presence, promotional calendar and a unique consumer piece. I later revamped and simplified the entire offering into 13 collections. Programs like that are true specialties of mine.

I also used my leadership proficiency to organize and develop the company's first Business Unit Team. This resulted in many operating efficiencies and the retailer experienced a partnership with our company we had not seen before.

Before that, I worked for over ten years in both consumer packaged goods at the XYZ Winery and small appliances with ABC Company. I've managed many national accounts, marketing business plans with over \$100M annual revenue goals, P&L and budgeting, product and brand marketing as well as promotions, pricing, placements and supervised staffs of 2 to 8.

When I decided to accept a downsizing package and move myself and family from New York, I challenged myself to find the next company that would allow me to offer my skills sets within the greater Chicago area.

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I have over 10 years of experience in financial and marketing analytics which includes 2 years of management experience. My background has been within a variety of departments within various industries in which I have facilitated their budget, forecast and investment responsibilities in order to assure decision makers are accurately informed.

One project I initiated was when I led the launch of the Omega budgeting software/website while I was with the XYZ Corporation which provided an upgrade to the previous excel-based system which proved to be inefficient and prone to errors. As a result of the new system, the time management invested into the annual budget was early cut in half.

I have discovered that my strengths include being able to relate well with all personality types and find a common ground on which to negotiate with both as a subordinate and to my subordinates.

Another one of my strengths is to develop and implement structure and processes allowing me and my subordinates to leverage the efficiencies gained by spending less time on conventional reporting requirements and more time on additional value added analytics such as benchmarking, validity assessments of current reporting and additional ad-hoc reporting.

And that is why I am here ... I see that opportunity and challenge at this firm. I look forward to bringing my documented past of accomplishment and enthusiasm to become a positive team member for your organization.