

Brad Fine

262-527-3844 cell

N16 W5405 Garfield Court
Cedarburg WI 53012

bradfine1@aol.com
www.linkedin.com/in/BradFine

Summary

Excelling in marketing planning and execution of marketing projects for construction, commercial and industrial products, accomplishments include innovative marketing plans, award-winning advertising and effective project management. Searching for a marketing management or staff position with a manufacturer or distributor.

- Marketing Project Planning and Execution
- Advertising and Promotion Campaign Design
- Trade Show Management
- Sales Manual and Product Document Creation
- Market Research and Sales Forecasting
- Channel and Brand Management
- Job Story and Editorial Copywriting
- Sales Support and Order Processing

Professional Experience

Fine Professional Services, Cedarburg WI 2009
Providing services in marketing, management and more. Researching and evaluating business opportunities.

Construction Forms, Port Washington WI 2007-2008
Manufacturer and distributor of industrial equipment, \$50 million sales, 150 employees.

Marketing Director

Reported to the President and CEO, responsible for development and execution of the corporate marketing plan. Completion of projects in the following: advertising and promotion, trade shows, lead generation, product documentation, job stories, editorial, market share and statistical reporting.

- Analyzed industry and proposed plans for growth to offset forecasted reduction in market.
- Introduced effective sales forecasting tools.
- Effectively managed all company marketing projects on schedule and budget, or better.
- Increased effectiveness and/or lowered cost of outside agencies and suppliers.
- Used Adobe Creative desktop publishing software to complete hands-on creative work in advertising and promotional projects leading to lower project costs and shortened lead times.
- Implemented customer and employee newsletters to increase branding and communication.

Celebrations Wine Shoppe and Lounge, New Smyrna Beach FL 2005-2007
Established new business with successful concept of high-end beverages, products and entertainment. Increased revenue 300% over previous business. Performed all aspects of business, including sales, promotion, customer service and administration.

Thompson Pump, Port Orange FL 2001-2005
Manufacturer and distributor of industrial equipment, systems and services, \$50 million sales, 300 employees.

Director of Marketing

Reported to the President and CEO, responsible for development of the corporate strategic plan and execution of the marketing plan. Directed the Marketing Department staff in completion of projects in the following: advertising and promotion, trade shows, lead generation, product documentation, market share and statistical reporting.

- Developed innovative marketing plan leading to over 100% increase in revenue and market share.
- Implemented advertising plan generating \$200,000 in free editorial space (75% of budget) and doubling leads.
- Created industry award-winning advertising campaign.
- Lowered marketing burden to organization while increasing output of support services and sales tools.
- Produced company's first comprehensive sales manual, including product, application and training materials.
- Established corporate promotional item store that lowered internal costs and increased branding success
- Conducted award-winning strategic planning process for company's first-ever strategic plan.

Brad Fine

262-527-3844 cell

N16 W5405 Garfield Court
Cedarburg WI 53012

bradfine1@aol.com
www.linkedin.com/in/BradFine

Professional Experience (continued)

Wacker Corporation, Menomonee Falls WI 1982-2001
Manufacturer of construction equipment, \$250 million sales, 600 employees.

Marketing Manager 1994-2001
Reported to the President and CEO, responsible for strategic and marketing planning, evaluation and analysis of performance against company plans, management goals implementation, development of worldwide sales forecast, reporting and analysis of sales results, conducting market research and improvement of internal company marketing processes. Led project teams in resolution of key marketing issues.

- Authored first-ever company market plan, leading to improved efficiencies and reduced selling costs.
- Identified solutions to improve sales force performance and increase sales in underperforming markets.
- Redesigned integrated, high level strategies and management planning processes adapted for worldwide affiliate usage in marketing, forecasting, budgeting and project management.
- Initiated customer service, market share and product research instrumental to improvement of company planning and performance measurements.
- Led company in sales and operations planning and forecasting; resolving major supply problems and improving product availability by 10%.
- Contributed to integrated product development processes, leading to tighter specifications and reduced product development time.
- Completed analysis and defined scope of company sales force automation project.

Sales Administration Manager 1987-1993
Supervised department responsible for sales force support, inside sales, sales forecasting, order entry, customer service and product availability.

- Designed and implemented sales support systems for field sales force of 75 members.
- Raised customer service performance for order processing and product delivery.

Sales Coordinator 1984-1987

Credit Coordinator 1982-1984

Education

MBA curriculum, University of Wisconsin – Milwaukee. Masters business program for marketing, product development, international business and financial management.

BBA - Finance, University of Wisconsin - Milwaukee

Continuing education through courses and seminars in sales, marketing, research, product development, management principles, project management, forecasting and software solutions.

Professional Memberships

Construction Industry Manufacturers Association (CIMA) - involved as speaker and panelist.

Light Equipment Group - Executive Committee.

Contractors Pump Bureau - Vice Chairman.