



MANDY — BAYMAN — *marketing professional*

PROFILE

15+ years of proven marketing success creating compelling content to grow business and drive sales.

TECHNOLOGY

- Google Analytics & SEM Rush® Analytics
- Multiple Infographics programs
- HubSpot® & Mail Chimp® Email Marketing
- Oracle® Enterprise Database
- Business Intelligence® Report Builder



TIPP CITY, OHIO 45371



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EDUCATION

BACHELORS OF SCIENCE, MARKETING
WRIGHT STATE UNIVERSITY/2001

EFFECTIVE SALES AND COMMUNICATIONS, 26 WEEK COURSE
PACKARD LEARNING CENTER OF REGAL/2018

EXPERIENCE

MARKETING SPECIALIST
REGAL BELOIT/Tipp City, Ohio
2016 TO PRESENT

Manage the life cycle of a portfolio of ~300 electrical pool motors through the development and execution of strategic marketing plans from concept to end of life obsolescence that drive sales and grow the brand.

- Promote products and programs by creating content for all digital and print marketing materials including social media management, product & instructional videos, literature, technical bulletins, website content, sales training materials, email marketing, direct mail, infographics and search engine optimization
- Use search engine analytics to identify robust keywords, benchmark competition, build content and improve search results
- Manage promotional programs to grow revenue including POS displays, volume pricing programs, competitive pricing and cooperative marketing programs with customers
- Complete overhaul of exhibit properties and trade show presence, reducing expenses by 50% and improving visual appeal and demonstration areas for increased booth traffic and lead generation

PRODUCT MANAGER
RIVERAIN MEDICAL/ Springboro, OH
2005 TO 2011

- Develop and implement go-to-market strategies for medical device software solution for the early detection of lung cancer
- Create all content for marketing materials including literature, videos, website, tradeshow and training materials
- Market research, advocacy group relationship management, legislative policy change, key opinion leader development, public relations and event management

SALES & MERCHANDISING REPRESENTATIVE
REITER DAIRY/ Springfield, OH
2001 TO 2003

- Sold, merchandised & promoted over 40 products in 100 accounts for Dayton, Cincinnati & Columbus market