

# AMIE BROOKS-BARTLETT

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## PROFILE

Results-driven, self-motivated Senior Marketing Manager with an innate ability to lead cross-functional teams. Delivers sustainable results through the development of marketing and branding strategies based on consumer insights and competitive analysis. Strategic thinker who develops, executes, and manages marketing programs from inception through completion with a strong attention to detail. Exceptional communication and interpersonal skills, which fosters a collaborative environment. Establishes partnerships with internal and external stakeholders to influence project success and exceed organizational goals. Thrives in a fast-paced environment, managing multiple tasks simultaneously.

## PROFESSIONAL EXPERIENCE

*Samsung Electronics America // Richardson // 2010 – Present*

**LEAD MARKETING MANAGER – DEMAND GENERATION: Current**

Lead all aspects of new product launch strategy & sustain activities for cross-carrier launches, ensuring go-to-market strategies and external partner requirements are executed. Innovate, collaborate and expand on base roles and responsibilities to create new opportunities for customer touchpoints. Support national and regional sales activities for carrier partner, ensuring Samsung brand standards are maintained.

- Lead and direct agencies to create launch kit materials, rep engagement collateral, web creative, social media content and sizzle videos.
- Develop and execute consumer-facing messaging and visual toolkits based on product positioning for ~20 new product introductions per year.
- Set and maintain baseline product launch budget, up to \$10 million annually.
- Strategic alignment with accessories and PC teams to meet launch needs.

**LEAD RETAIL & PACKAGING MANAGER: 2012 - 2013**

Led cross-carrier retail packaging creative and in-box material creation for all iconic and cross-carrier devices. Primary packaging contact for carrier partner to ensure packaging requirements were met and expectations surpassed.

- Set and maintained pre-production budget and relationships with print vendors.
- Acted as liaison between internal Samsung stakeholders and carrier partners to ensure accuracy across features, legal, trademark, copyright, customs, regulatory, brand and 3<sup>rd</sup> party vendor requirements.
- Attended press checks in various regions and countries for printing accuracy and met with prospective vendors for future projects.

**CHANNEL MARKETING MANAGER: 2010 - 2012**

End-to-end management of all new product launch activities. Acted as liaison between Samsung and various carrier partners to ensure all new product launch requirements were met.

- Created and updated product positioning document and launch master plans for each new product launch based on customer insights.
- Led creation of launch kit materials, rep engagement collaterals, product videos, retail packaging and in-box collaterals.
- Assisted various account marketing teams with regional promotions for sell-through tactics.

## EDUCATION

**MASTERS OF BUSINESS  
ADMINISTRATION**

*BUSINESS*

Texas Woman's University  
2009-2010

**BACHELORS OF ARTS & SCIENCES**

*ADVERTISING*

Texas Tech University  
1999-2003

## AWARDS

**THE COMMUNICATOR AWARDS  
AWARD OF DISTINCTION // 2017**  
*VIP Kits*

**THE COMMUNICATOR AWARDS  
AWARD OF DISTINCTION // 2017**  
*Store Collateral*

**AMERICAN ADVERTISING  
FEDERATION**  
SILVER // 2017  
*VIP Kits*

## SKILLS

Project Management

Executive Presentations

Team Leadership

Competitive Positioning

Customer Segmentation

## EXPERIENCE CONTINUED...

*Civil Associates, Inc. // Dallas // 2007 - 2010*

### MARKETING COORDINATOR

Researched new business opportunities and collaborated with various companies for teaming opportunities. Planned, managed and coordinated all advertising, marketing, trade shows, events and public relations activities.

- Led marketing status meetings, prepared agendas and updated project managers on timelines.
- Created various marketing plans and kits to current and prospective clients.
- Set-up and maintained databases for project tracking and budgeting purposes.

*CompUSA, Inc. // Addison // 2003 - 2007*

### ADVERTISING PRODUCTION COORDINATOR & LEAD COPYWRITER

Managed all internal and external deadlines within the print production cycle. Created messaging for effective communications to promote current in-store promotions, product features and brand awareness within print ads.

- Liaison between creative department, internal stakeholders and external vendors to ensure ad accuracy.
- Reviewed, managed and maintained all documentation and deadlines for all ads in production.
- Reviewed and approved prepress materials and greylines for correct versioning and layering of market-specific requirements.
- Managed and delegated writing team's goals and deadlines on a daily basis.
- Created and maintained disclaimer database with legal department to ensure ad accuracy.
- Created headlines, product-specific copy and brand-management copy within print ads, e-mail blasts and website content.

## SKILLS CONT.

Creative Briefs  
Agency & Vendor Management  
Strategic Planning  
Project Analysis  
Product Launch  
Budgeting  
Print Production  
Resource Scheduling  
Event Management

## EXPERTISE

Collaboration with cross-functional teams such as Product Management, Brand, Regional Sales, Legal, Finance & Compliance

Identify new needs within the retail & sales environment

Extensive knowledge of digital, video, web and print production timelines

Broad range of experience including B2B/B2C & product marketing, 3<sup>rd</sup> party partnership & social media

## RECOMMENDATIONS

Amie is very detail-oriented and passionate about her work. She has trained many people on the team, covered several accounts and is always willing to help. Amie's enthusiasm, positive attitude and work ethic would make her an asset to any organization.

- Lauren Wilson

Amie is an excellent partner with patience, creativity and innovation. She elevated VIP kits to a level that we didn't know was possible and we have the awards to prove it. I'm incredibly proud to have those projects in my portfolio and am humbled to have had the experience to work with Amie.

- Tammy Huang

## REFERENCES



**LAUREN WILSON**  
MARKETING MANAGER  
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