

# Janan Cabildo

Field Marketing Manager

## Profile

A dynamic Field Marketing Manager with 5 years of experience in driving brand awareness and revenue growth through innovative marketing strategies. Proven track record in executing successful targeted campaigns, managing cross-functional teams, and forging strong relationships with key stakeholders. Proficient in leveraging data-driven insights to optimize marketing efforts and deliver maximum ROI. Skilled in adapting to fast-paced environments and thriving under pressure, with a strong commitment to achieving excellence in every project.

## Employment History

### Field Marketing Manager at CROSSMARK, NJ

Apr 2023 - Present

- Developed and executed a regional marketing strategy that increased brand awareness by 35% and generated a 25% increase in sales within one year for key clients in the New Jersey market.
- Successfully managed a team of 20+ field marketing representatives, leading to a 15% increase in productivity and a 10% reduction in staff turnover within two years.
- Implemented data-driven marketing initiatives that improved lead generation by 40% and resulted in a 30% increase in conversion rates for targeted campaigns within 18 months.
- Secured partnerships with major retailers and industry influencers, resulting in a 20% increase in cross-promotional opportunities and a 25% boost in overall brand visibility within the New Jersey market.

### Associate Field Marketing Manager at Advantage Solutions, NJ

Jul 2018 - Feb 2023

- Successfully launched a new product line in over 50 retail locations across New Jersey, resulting in a 35% increase in sales within the first quarter and garnering positive customer feedback.
- Developed and executed a regional field marketing campaign that targeted key demographics, leading to a 25% growth in brand awareness and a 15% increase in customer acquisition within six months.
- Streamlined the event planning process for promotional activities, reducing costs by 20% and increasing event attendance by 30%, ultimately contributing to a 10% boost in overall sales for the fiscal year.

## Certificates

### Certified Field Marketing Manager (CFMM)

Oct 2021

### Professional Certified Marketer (PCM) in Digital Marketing

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## Education

### Bachelor of Business Administration in Marketing at Rutgers University, New Brunswick, NJ

Sep 2014 - May 2018

Relevant Coursework: Consumer Behavior, Marketing Research, Digital Marketing, Integrated Marketing Communications, Brand Management, Marketing Analytics, Sales Management, and Marketing Strategy.

## Links

[linkedin.com/in/janancabildo](https://www.linkedin.com/in/janancabildo)

## Skills

Salesforce

Marketo

Google Analytics

Tableau

SEO/SEM

Adobe Creative Suite

Hootsuite

## Languages

English

Japanese