


# Mardee Dinell

## Market Manager

A results-driven Market Manager with 5 years of experience in optimizing market performance, cultivating client relationships, and driving revenue growth. Adept at analyzing market trends, identifying business opportunities, and implementing targeted strategies to increase market share and achieve organizational goals. Proven track record of leading cross-functional teams, executing successful marketing campaigns, and fostering long-term customer loyalty. Skilled communicator and strategic thinker, committed to delivering exceptional client experiences and driving continuous improvement.

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### Education

**Bachelor of Business Administration in Marketing at Boise State University, Boise, ID**

Sep 2014 - May 2018

Relevant Coursework:

Marketing Principles, Consumer Behavior, Market Research, Digital Marketing, Advertising and Promotion, Product and Brand Management, Sales and Distribution Management, International Marketing, Strategic Marketing, and Marketing Analytics.

### Links

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

### Skills

Salesforce proficiency

Google Analytics expertise

SEO optimization

Social media management

Budgeting acumen

Content creation

Negotiation tactics

### Employment History

#### Market Manager at Albertsons Companies, ID

Feb 2023 - Present

- Successfully increased overall store sales by 15% within the first year by implementing targeted marketing strategies, optimizing product placement, and enhancing customer engagement initiatives.
- Achieved a 25% reduction in employee turnover rate by implementing comprehensive training programs, establishing a supportive work culture, and offering competitive compensation packages.
- Launched a new loyalty program that attracted over 10,000 new members within six months, resulting in a 7% increase in repeat customers and an 8% growth in average transaction value.

#### Assistant Market Manager at WinCo Foods, ID

Sep 2018 - Dec 2022

- Successfully increased overall store sales by 15% in 2020, resulting in a \$2 million increase in annual revenue for the Idaho location.
- Implemented a targeted marketing campaign that led to a 25% increase in customer loyalty program sign-ups, contributing to a 10% increase in repeat customers within six months.
- Streamlined inventory management processes, reducing excess stock by 20% and saving the company \$50,000 in storage costs over a one-year period.

### Certificates

#### Certified Product Marketing Manager (CPMM)

Feb 2022

#### Professional Certified Marketer (PCM)

Aug 2020

### Memberships

**American Marketing Association (AMA)**

**Sales & Marketing Executives International (SMEI)**