

# Padee Allor

## Regional Marketing Manager

Results-driven Regional Marketing Manager with 5 years of experience in leading innovative marketing strategies and driving revenue growth across multiple territories. Proven track record of developing and executing integrated campaigns, collaborating with cross-functional teams, and managing budgets to maximize ROI. Skilled in leveraging data-driven insights to optimize marketing efforts, strengthen brand presence, and foster long-term client relationships. Demonstrated ability to excel in fast-paced environments, adapt to emerging trends, and consistently exceed performance targets.

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### Education

**Bachelor of Business Administration in Marketing at University of North Dakota, Grand Forks, ND**

Aug 2013 - May 2018

Relevant Coursework: Marketing Strategy, Consumer Behavior, Market Research, Advertising and Promotion, Digital Marketing, Sales Management, Brand Management, Product Development, Marketing Analytics, and International Marketing.

### Links

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

### Skills

Salesforce proficiency

Marketo expertise

Google Analytics mastery

SEO optimization

Social media strategy

Content creation

Budget management

### Employment History

#### Regional Marketing Manager at Microsoft Corporation, ND

May 2023 - Present

- Increased regional sales by 35% within two years by implementing targeted marketing campaigns and strategies, resulting in a revenue growth of \$10 million for Microsoft Corporation in North Dakota.
- Developed and executed a comprehensive marketing plan for the region, leading to a 50% increase in brand awareness and a 25% increase in customer satisfaction ratings within 18 months.
- Successfully launched three new Microsoft products in the North Dakota market, achieving 120% of the sales target within the first six months and generating over \$5 million in additional revenue.
- Streamlined marketing operations by identifying and eliminating inefficiencies, resulting in a 20% reduction in marketing costs while maintaining the same level of marketing impact.

#### Assistant Regional Marketing Manager at , ND

Sep 2018 - Mar 2023

- Successfully increased regional sales by 20% in one year through the implementation of targeted marketing campaigns, resulting in \$1.5 million additional revenue for the company.
- Developed and executed a regional social media strategy that boosted brand awareness by 35% and generated a 25% increase in online customer engagement, leading to a 15% rise in online sales in the North Dakota market.
- Organized and managed 10 regional marketing events within a 12-month period, attracting over 5,000 attendees and securing 200 new business partnerships, contributing to a 15% growth in the company's regional client base.

### Certificates

#### Certified Marketing Management Professional (CMMP)

Jun 2021

#### Certified Digital Marketing Specialist (CDMS)

Sep 2019