

# Murrell Scarpino

Strategic Planner

## Profile

Strategic Planner with 5 years of experience in driving organizational growth and success through the development and implementation of data-driven strategies. Adept at market research, competitive analysis, and identifying growth opportunities to achieve business objectives. Skilled in cross-functional collaboration, communication, and problem-solving, consistently delivering innovative solutions and sustainable results.

## Employment History

### Strategic Planner at Golin, IL

Mar 2023 - Present

- Developed and executed a comprehensive strategic plan for a major client, resulting in a 20% increase in brand awareness and 15% growth in sales over a two-year period.
- Conducted in-depth market research and analysis for a global product launch, leading to successful market entry in 10 countries and generating over \$50 million in revenue within the first year.
- Led a cross-functional team to optimize the marketing and communication strategies for a Fortune 500 company, driving a 25% increase in customer engagement and reducing overall marketing expenses by 10%.
- Implemented an innovative data-driven approach to monitor and evaluate the effectiveness of various marketing campaigns, resulting in a 30% improvement in ROI and helping the company save over \$2 million in advertising costs.

### Associate Strategic Planner at , IL

Jul 2018 - Feb 2023

- Led a cross-functional team in developing and implementing a strategic plan for a major client, resulting in a 25% increase in annual revenue and a 15% growth in market share within two years.
- Conducted comprehensive market research and analysis for a new product launch, identifying key opportunities and challenges, which contributed to a successful launch with 50,000 units sold in the first month and a 10% market penetration rate within six months.
- Collaborated with the marketing and sales teams to optimize the company's media mix, leading to a 20% reduction in marketing costs and a 30% increase in ROI for advertising campaigns over a one-year period.

## Certificates

### Association for Strategic Planning (ASP) Certification

Oct 2021

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## Education

### Master of Business Administration in Strategic Planning at Kellogg School of Management, Northwestern University, IL

Sep 2013 - May 2018

Relevant Coursework: Strategic Management, Competitive Strategy, Business Analytics, Financial Planning, Marketing Strategy, Operations Management, Organizational Behavior, Entrepreneurship, Managerial Economics, and Business Ethics.

## Links

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

## Skills

Forecasting

Scenario-building

SWOT analysis

PESTLE analysis

Gap analysis

Risk assessment

Stakeholder mapping

## Languages

English

Indonesian