

# Dennis Hange

3856 Melrose Dr Apt A-4 | Wooster, OH 44691  
330-465-1645 | dennis@dennishange.com  
www.linkedin.com/in/dennishange/  
www.dennishange.com

---

## Core Competencies | Technical Skills

- Sales/Marketing Strategies
- Sales Presentations
- Project Management
- Product Introduction
- Search Engine Optimization
- Quantitative Data Analysis
- Merchandising/Promotion
- Budget Management
- CRM Databases
- Marketing Research
- Social Media Strategies
- Adobe Suite Software

---

## Professional Experience

**Yoder Lumber** – Millersburg, Ohio

June 2013 to Present

### Marketing Manager

**Scope of responsibilities include providing sales support across seven business divisions;** create product communication pieces and establish digital strategies to develop new business. Manage a \$300,000 marketing budget designed around each business division.

- **Developed a series of strategic content marketing projects to grow brand awareness;** projects include sales literature, whitepapers, email marketing campaigns, social media marketing, SEO, PR, videography, photography, digital and print advertising.
- **Implemented a mobile-friendly website to boost page views by 94% launched in July '15;** recognized by Industry Leader, *Woodworking Network* for eccentric degree of detail and quality design.

**Altria Group**

February 2010 to March 2013

### Territory Sales Manager – Cambridge, Ohio

**Scope of responsibilities include communications and relationship building with retail managers,** development and introduction of business plans and strategies increasing product and category profitability, and continued account management growing retail business and company market share.

- **Successfully increased product category volume 10%;** included a 2.5% increase in overall market share of 1 million additional sales.
- **Facilitated territory growth through development of relationships with retail managers** and subsequently delivering presentations addressing brand/product features and benefits.

**Mullet Cabinet** – Millersburg, OH

January 2009 to August 2009

### Marketing Administrator

**Provided sales support and organized strategies developing new business and guiding traffic to design center;** created advertising/marketing and product communications as well as photographed new products and colors launched for sales presentations and company website.

- **Spearheaded development of marketing department leading to design of website, corporate brochures, additional trade shows, and design center grand opening (attended by 500 guests).**
- **Collaborated with sales team on the development of companywide CRM (Customer Relationship Management) system;** subsequently partnered with colleague on data mining new software as well as training of sales staff on software functions and features.

---

## Education

**Bowling Green State University** – Bowling Green, Ohio  
**Bachelor of Science in Business Administration, 2008**  
Major: General Business | Minor: Entrepreneurship