

Dennis Hange

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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, OH

June 2013 to January 2018

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, OH

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, OH
Bachelor of Science in Business Administration
Major: General Business | Minor: Entrepreneurship