

# MARCIO A RESENDE

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## MARKETING

Dynamic management professional with 11+ years' experience leading business operations, marketing and advertising. Successful leading teams in designing and implementing market advertising and sales strategies to competitively position businesses for maximum profitability. Proven expertise in reorganizing and strengthening business processes to reduce costs and enhance customer service / quality. Highly effective leveraging key relationships and negotiation skills to deliver process improvements and profitable growth across operations. Fluent in Portuguese, Spanish, and English. **MBA Graduate (Marketing)**.

### CORE COMPETENCIES / MARKETING PROFICIENCIES

- Research & Development
- Marketing & Advertising
- Strategic Audit
- Scientific Research
- Contract & Business Negotiations
- Internet Marketing & Advertising
- Product Development & Design
- Design & Creative
- International Market Entry Strategies

SPSS, QuickBooks, Lynda.com: SEO, MAC OSX Server Essentials, Social Media, Photoshop CS5, Adobe Premier, Illustrator, InDesign, Microsoft Office, Flash CS3. Licensed Health and Life Insurance training.

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## PROFESSIONAL EXPERIENCE

**Account Executive / Agent**, AFLAC, Atlanta, GA 2013 – Present  
Life and Health Insurance Agent sponsored by AFLAC. Provides outstanding customer service and leadership as an account executive at AFLAC.

### *Selected Highlights:*

- Responsible for negotiations of employee benefits programs for small and medium size companies in the Atlanta market.
- Successfully connected brokers, individuals and businesses with AFLAC resulting in increased revenues.

**General Manager**, Sal Grosso Brazilian Steak House, Atlanta, GA 2003 – 2013  
Led the successful startup and daily management of a high-profile Brazilian Steak House with annual sales exceeding \$3 million. Direct more than 40 employees. Oversee profitability, marketing and sales efforts, surveys, product development, promotion, advertising, operating budgets / expenses, customer / employee relations, Project Management, marketing & research, leadership, lead by expertise.

### *Selected Highlights:*

- Successfully partner up with the Chick Fil A Bowl for 2 consecutive years. Direct coordinated Social Media Campaign
- Generated significant sales growth by designing and launching effective marketing and sales strategies to aggressively identify, target, and attract more than 50,000 customers every year.
- Negotiated product pricing and delivery with vendors based on material availability, price fluctuations, material quality, and market conditions, resulting in significant cost reductions and employee satisfaction.
- Increased restaurant revenues by introducing market advertising to identify and secure new sales opportunities – competitively positioning business for market growth.

**Marketing Director**, Planet Hi-Tech, Inc., Marietta, GA 2005 – 2012  
Provided leadership and support in designing and launching 78+ creative websites for client organizations. Tracked and managed customer requirements and creative direction based on customer needs and wants.

### *Selected Highlights:*

- Facilitated the processing of more than \$70+ million annually in monetary transactions by leading a project to design and implement a secure and easy to use online money transfer application for corporate client.
  - Accomplished 98% in customer retention and satisfaction rates by successfully identifying and resolving web-based issues per client requirements. Attracted and Converted an average of 40% of customers visits on the web.
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## EDUCATION

**AMERICAN INTERCONTINENTAL UNIVERSITY, BUCKHEAD CAMPUS – Atlanta, GA**

- **2009 Master of Business Administration (Marketing)**
- **2007 Bachelor of Business Administration in Marketing**