

DANIEL MARTIN

GLOBAL CONSUMER MARKETING EXECUTIVE

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Unlocking the potential of brands through big-idea marketing, power-team building, and cost-effective execution

High growth for iconic, global consumer brands: NETFLIX, WALMART, NESTLÉ, and GENERAL MILLS
Complex emerging market experience in LATAM, APAC, and EMEA • \$2B P&L • \$150M budgets • MBA (Harvard)

20+-year track record spanning the full value chain—from FMCG product innovation and go-to-market strategy to brand development, multi-channel marketing, and retail/E-commerce strategies. Deliver superbrand platforms, centralized global and regional strategies, and marketing programs for emerging economies that capture market share and drive growth. Build high-caliber, inspired marketing teams, simplify portfolios, and create robust innovation pipelines.

CAREER-LONG TREND OF SHATTERING GROWTH TARGETS:

- ✓ **6X growth to \$1.2B** for Walmart
- ✓ **Highest growth rates** in the company for General Mills despite shrinking market
- ✓ Up to **double-digit share-point gains** for Nestlé



CORE LEADERSHIP SKILLS

- Global Marketing Strategy & Execution
- Customer Acquisition & Retention
- Performance & Digital Marketing Strategies
- Market Intelligence & Data Analytics
- Portfolio Optimization
- Brand Development
- Strategic Product Positioning
- Team Building
- Go-to-Market Strategy
- New Product Launch
- New Market Entry
- Integrated Marketing
- Partnership Marketing
- Superbrand Platforms

PROFESSIONAL EXPERIENCE

► NETFLIX — Regional Chief Marketing Officer, Latin America | Mexico City, Mexico | 2020–Present

Bring a CMO mindset to the regional organization with a mandate to identify market opportunities, fuel growth, inspire passion for the brand, and drive customer acquisition, retention, and engagement. Challenged to form major partnerships to tap into key segments and build a high-performance team to unleash powerful multi-platform campaigns.

► WALMART — Head of Marketing, Walmart E-commerce, Brazil | São Paulo, Brazil | 2017–2020

Built a new team of 5 direct/10 indirect reports across Customer Acquisition, Engagement, and Retention; Advertising and Promotions; Web and Social Media Marketing; Retargeting and Display; and Outbound and Affiliate Marketing. \$45M budget.

IMPACT: Set the stage for profound E-commerce success in LATAM market, driving company's 1st operation in the region to become one of Walmart's fastest-growth areas and the uncontested E-commerce leader in Brazil.

- Professionalized the marketing function, creating an engine for rapid growth. Attracted and retained top talent to execute Consumer, Affiliate, and Business Development activities.
- Utilized deep data analytics to exceed growth goals through brand communications, retail events, promotional campaigns, and affiliate programs.
- Leveraged lessons learned from global subsidiaries and data insights across channels to refine marketing strategies and maximize the ROI of marketing expenditure.
- Developed multiple communication plans and advertising campaigns tailored to the unique characteristics of the Brazilian market, maximizing brand awareness and customer acquisition.

REVENUE GROWTH:
\$200M ⇒ \$1.2B

NEW CUSTOMERS:
1.5 MILLION

NET PROMOTOR SCORE:
HIGHEST WORLDWIDE

CREATED STRATEGIES
THAT WERE EMULATED
ACROSS MARKETS



► **ABC DRINKS (World's 4th-largest soft drink manufacturer) — Global Chief Marketing Officer | Dubai, UAE | 2015–2017**

Senior marketing leader for \$1.2B company serving 60 countries. 5 direct/60+ indirect reports. \$83M budget.

IMPACT: Enabled B-brand company to compete within major retailers and against the largest market players by employing full marketing toolbox. Unified disparate brands under a common brand identity to achieve scale.

- Created new corporate identity, enabling merchandising synergies and entry into product segments/channels.
- Leveraged existing resources in product roadmap to maximize efficiencies—from product ingredients to marketing assets.
- Structured product development/innovation to prioritize big-win actions, improve speed to market, and reduce costs.
- Powered volume via Real Madrid sponsorship promotions, leading to distribution deal with Mexico's largest supermarket chain.



► **GENERAL MILLS — Chief Marketing Officer, Latin America & VP, Breakfast Category | Lima, Peru | 2013–2015**

P&L: \$2B flagship category, \$120M budget, 40 direct reports. Steered marcomm programs and innovation across LATAM.

IMPACT: Delivered the best regional category performance globally (+8% YoY). Exceeded revenue expectations and expanded gross margin while keeping investment flat through tough economic, regulatory, and reputational challenges.

Gross Margin: **+20%**
Savings: **\$10M**

- Launched masterbrand platform, enabling scale and unlocking brand equity across region.
- Simplified portfolio and streamlined product innovation, eliminating 100+ low-potential projects and investing in initiatives that saved \$10M and yielded 20% gross-margin gains.
- Thwarted attack on cereals' nutritional value via CSR initiatives rolled out across major retailers.

► **AMERICAN EXPRESS — Head of Regional Marketing, India, Middle East & Africa | Mumbai, India | 2011–2013**

Led the 3 fastest growing emerging-market geographies (25 direct reports/\$50M budget). Key partner to Country Managers.

IMPACT: Altered consumer habits to multiply cross-border transactions, which accounted for 70% of regional revenue, despite extreme geopolitical challenges. Increased card usage in low-income, high-potential-growth countries.

- Led integrated marketing campaigns and promos within complex 3-party financial services model (Amex, banks, retailers).
- Tapped full market potential via global Olympic Games 2012 sponsorship and partnership marketing campaigns.

► **NESTLÉ | 1997–2011**

Promotion-Track
Fortune 100
Foundation

Group Marketing Director (CMO capacity), **Africa & Middle East Group** (Dubai, UAE), 2008–2011
VP, Marketing, Brazil (São Paulo, Brazil), 2007–2008
Marketing Director, LATAM (Mexico City, Mexico), 2004–2007
Regional Marketing Director, Argentina (Buenos Aires, Argentina), 2001–2004
Brand Director (Lima, Peru), 1997–2001

At peak of responsibility, led fastest-growing and most geographically dispersed unit as 1 of 5 regional CMOs in the company. Led 6 direct and 250 indirect reports, managed a \$150M budget, and steered marketing activities across portfolio brands.

IMPACT: Orchestrated multilayered integrated marketing campaigns. Built an award-winning, singular team across a 6-country unit. Crushed competitors in bottled water category with double-digit share-point gains.

- Unified teams/strategy across LATAM territories. Enhanced program quality at lower costs, delivered explosive growth, skyrocketed engagement, and earned "Circle of Excellence" award. Applied formula in Africa & Middle East Group.
- Thrust Africa & Middle East division from last into 2nd place across all innovation KPIs by rationalizing R&D and improving processes.
- Co-created unified, integrated programs to enable cost-effective country launches of world-class campaigns.



EDUCATION

COLUMBIA UNIVERSITY
B.S., Business Administration

HARVARD BUSINESS SCHOOL
Master of Business Administration

AFFILIATIONS

UNIVERSITY OF SÃO PAULO
Marketing Advisory Board Member
2018–Present

RESUME STRATEGY

Daniel Martin, an on-fire marketing executive with an impressive, world-class brand portfolio, struggled initially to communicate the richness of his background and the attributes that had made him unique as a global marketer.

Together we uncovered several critical points to highlight and emphasized them at the top of the resume (the branding statement, the “profile box” just under the branding statement, and the summary paragraph):

1) His emerging market work—translating established country marketing programs for the low end of the socioeconomic pyramid around the world, where cost-effective execution was key. Only a handful of executives could claim this expertise at the level he had.

2) His ability to come up with and rally organizations behind high-ROI initiatives and transform companies buried under complexity into simplified ones that make big bets and yield big wins.

3). His talent for building star-player teams, architecting marketing functions from the ground up, that become hotspots for career advancement and growth.

Daniel was an ideal client in that he understood that to manage his executive career he needed to have his documents ready and updated—even when he was not actively looking for a job. In fact, he had just been hired at Netflix and had not even started yet. This presented a challenge in that he had no achievements to speak of for his most recent role. The strategy was to briefly summarize the challenge ahead at Netflix briefly and quickly move on to his most recent successes.

The visuals on the resume move readers quickly past less-impactful information, such as Netflix and mid-career work with American Express that, while significant, did not pack the power of some of his other achievements. Some of his greatest successes took place in his early career with Nestlé and thus these successes are highlighted both in the growth highlights at the top of the resume and in visual display toward the bottom of page 2.