

# Laura Martin

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## Product Brand Management

Entertainment • Consumer Packaged Goods • Toys/Games/Collectibles

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Over 15-year background in major product development and brand assurance for worldwide industry leaders. Dynamic MBA experienced in identifying market trends and product opportunities, building multiplatform marketing campaigns, and driving sales lifecycle—from concept to shelf.

**Innovation:** Oversaw one of the biggest consumer products global development campaigns (*Movie* and *Movie 2*) in movie studio history—as well as campaigns for films *Animated Movie 1*, *Animated Movie 2*, *Animated Movie 3*, and *Animated Movie 4*.

**Leadership:** Directed 10-member team to accomplish five-month timeline in developing, launching, and marketing product for leading toy manufacturer.

**Financial Analysis:** Managed multimillion dollar budgets; skilled in negotiating, corporate finance, and P&L. Reversed several-year history of net losses—bringing year-end totals within budget.

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## Career History

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TOY COMPANY A, Any City, CA

2008–2009

### Senior Product Manager

Directed product lines from concept through launch. Planned and managed timelines. Collaborated with design, marketing, engineering, sourcing, safety, and overseas manufacturing teams. Analyzed marketing trends and drove brand strategy via online/print/TV sales channels. Helped create product line's website. Led client presentations; cultivated relationships with clients and vendors.

- Managed product (Successful Toy Product ABC) that became 2009 top ten Toy of the Year (TOTY) for Wal-Mart, *Good Housekeeping*, and Toys “R” Us, and for United Kingdom’s TOTY.
- Developed product that earned \$30 million during launch (Q3, Q4) and sold out in minutes on QVC.
- Achieved budgetary goals—keeping cost of goods under 45% per line item.
- Boosted workflow 35% between company and inventors through relationship-building strategies.
- Improved product team efficiency via comprehensive timelines, status meetings, and team building.

MAJOR FILM STUDIO A, Any City, CA

2001–2008

### Product Development and Brand Assurance, Consumer Products (2003–2008)

Supervised global consumer products, premiums, and promotions from concept to ship date for major film studio. Evaluated product development submissions. Ensured compliance with brand requirements for studio and film characters. Guided clients and vendors through submission process. Trained staff and external agents. Won new business by partnering with clients to generate product ideas; developed products with designers. Led sales presentations on upcoming films at trade shows.

- Streamlined online approval system—cutting shipping costs and submission approval time by 5 days.
- Exceeded record of submission approvals (3,000 per year) by processing 7,000 in 1 year.
- Key player in winning 1st \$1 million and \$2 million contracts from Canada—tapping new market.
- Reduced travel and meeting-planning expenses by \$300,000.

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Career History (continued)

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- Promoted from Executive Assistant for VP, Consumer Products (2001–2003)—Coordinated meetings, travel, and expense reports; helped forecast expected deal revenues for several territories.

NONPROFIT ORGANIZATION ABC, Any City, CA

1999–2001

**Executive**

Instituted offices throughout West Los Angeles for nonprofit that offers students career education. Developed marketing strategies, wrote proposals, organized fundraising events, and handled student recruitment. Met with local businesses to initiate program within their companies.

- Surpassed organization’s goals—creating 25+ offices and placing 1,100+ students within 8 months.

MAJOR FILM STUDIO B, Any City, CA

1989–1999

**Legal Analyst, Business Affairs** (1997–1999)

Prepared reports on movie clearances and on film “rights” issues for studio attorneys and executives. Met studio’s contractual obligation to report film projects in development to Writers Guild of America.

**Financial Analyst, Technical Department** (1993–1997)

Managed operations budgets for TV/film production and studio. Submitted expense and budget-status reports to top executives; introduced budget-tracking system. Helped create marketing materials.

- Promoted from Material Control Analyst, Purchasing Department (1989–1993)—Oversaw multimillion dollar inventories. Captured 25% revenue gain by updating inventory system.

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Education

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**Master of Business Administration, Business Finance**

University of Phoenix, Woodland Hills, CA

**Bachelor of Arts, Communications, Concentration in Radio, TV, and Film**

California State University, Fullerton

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Professional Affiliations & Volunteerism

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**Member:** Academy of Television Arts and Sciences, ASIFA–Hollywood (International Animated Film Society), and School of Communication Advisory Board—California State University, Fullerton

**Fundraiser:** Coordinated auction items and raised funds directly, including \$4,000 during single event, for various charities in California—such as Charity A, Los Angeles; Charity B, Fountain Valley; Charity C; Charity D, West Los Angeles County; and Charity E, Los Angeles.

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Computer Skills

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MS Office (Excel, Outlook, PowerPoint, Word), database management systems (DBMS), Photoshop, file transfer protocol (FTP), Internet research, and social networking. Proficient on PC and Mac.