

Finance Personal Marketing Plan

<p>Targeted Position <i>What is your ideal position (include function and industry)? If you aren't sure, then what function or industry do you plan to investigate first?</i></p>	<p>Function: Financial Management/ Corporate Finance</p> <p>Position: Corporate Comptroller</p> <p>Industry: Consumer Packaged Goods (CPG)</p>
<p>Unique Value Proposition <i>What makes you more unique/more qualified for your targeted position than other competing candidates? What relevant traits are you currently known for (your reputation)?</i></p>	<ul style="list-style-type: none"> • Multi-lingual- speak English, French, Spanish and Italian • 3 years of experience managing multi-cultural teams across 3 countries • Experience teaching and mentoring on organizational skills for not-for-profit executives. • 4 years of continuous work experience • Reserved, on the polite side; willing to take calculated risks • Known for honesty, patience, practical methods, attention to details, diligence, team leadership, company loyalty, thoroughness
<p>Product= Proof <i>How can you prove that you are interested and well-suited for this career goal? Be sure to cover both points.</i></p>	<p>Skills: Analytical, Communication Proof: Developed multi-sheet, Excel spreadsheet to analyze total payroll cost of direct and indirect labor. Wrote analysis in report form which was used by executive management to identify cost reduction opportunities.</p> <p>Knowledge: Accounting, Finance, Marketing and Strategy Proof: Bachelors of Science in Business Administration with majors in Accounting, Accounting Information. 5 years of direct experience working for a manufacturer of industrial cleaners, managing accounts payable, accounts receivable, vendor & customer relations and working closely with the company CFO.</p> <p>Traits: Leadership, honesty, dependability Proof: Led 3 teams in Spain, France and England to manage exports to strategic distributions in all three countries.</p> <p>Interest: Corporate Cash Management, Investment Strategy Proof: Managed internal cash flow for 3 years, overseeing accounts receivable. Worked closely with CFO to make decisions on leveraging corporate cash in short term investment instruments.</p>
<p>Target Market <i>Where do you want to be? What does your ideal employer "look" like?</i></p>	<p>Geographic Area: USA, Northeast- Boston, New York City, Philadelphia</p> <p>Industries: Consumer Packaged Goods</p> <p>Size of Organization: 25,000+ employees, Sales of \$500M or more</p> <p>Culture: Flexible, Recognizes the importance of work life balance, Educated workforce, has recognition and reward programs, accepts and uses feedback.</p>

<p>Target Companies <i>What companies are you going to research and focus on first? List your top ten companies from your target list here.</i></p>	<p>Potential Employers: Procter & Gamble, Johnson & Johnson, Unilever, Reckitt Benckiser, Colgate-Palmolive Company, Playtex, Inc., Hills Pet Nutrition, L’Oreal, The Clorox Company, BIC, Inc.</p>
<p>Promotion <i>How are you going to network and promote yourself?</i></p>	<p>Professional Organization I will join: Institute of Management Accountants Society of Chartered Financial Analysts Professional Pricing Society</p> <p>Next chapter meeting/convention I will attend: The San Diego Society of CFAs; November 2019</p> <p>Industry Publications I will read: Brandweek Big Ideas in Technology The Journal of Professional Pricing</p> <p>Research tools I will use to investigate my: targeted function: Vault Guide</p> <p>targeted industry: Reference USA</p> <p>targeted companies: LinkedIn, Reference USA, Company Websites, Company 10K and SEC Reports</p>
<p>Existing and Targeted Network -Strong networking ties (Who do you know that you will contact for insight into function, industry and/or specific companies?) -Weaker networking ties (Who do your friends/relatives know that you will contact for insight into function, industry and/or specific companies?) Ideal networking ties (Who are the people you may not know yet that work in your target departments at your target companies?)</p>	<p>STRONG James Bond - Brand Manager for Unilever Ron Jacobson - Internal Auditor with Procter & Gamble</p> <p>WEAKER Retired Father-in-law – Former purchasing manager for Thruway authority.</p> <p>IDEAL Alums, local trade association officers, authors of professional articles, professors, classmates</p>