

LEEANN BIGGLESWORTH

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CAREER SUMMARY

Self-motivated, competitive, creative, team and result oriented marketing manager with over 10 award winning years in two Fortune 100 companies.

Skills and experience include:

Product Management	Brand Recognition	Market Share
Strategic Planning	Consumer Research	Internet/Intranet
New Product Launch	Media Relations	Trend/Market Analysis

PROFESSIONAL EXPERIENCE

Campbell Soup Company Camden, NJ
Director of Marketing - V* Beverages Group 2007-Present

- \$247MM+sales across Retail, Club and Deli channels.
- \$43MM+ media, consumer and trade.
- 5 direct reports.
- Promoted to develop retail strategic plan for V* Beverages.
- Managed V* Beverages in the development of beverage items for the V* brand portfolio.
 - Strategic plan recommendations resulted in realignment of V* Beverage's focus, as well as supported realignment within V* structure.
 - Launched 5 new items including, Guzzle Gator, the #1 selling item in beverage grocery.

Brand Manager - Retail Beverages 2003-2006

- \$200MM+sales, with 12 national and private label brands.
- \$417MM+media, consumer and trade.
- Integral part of team overseeing integration of Retail Beverages Division.
 - Completed integration without single customer loss.
 - Exceeded business plan profits by 21%.
 - Won National Beverage Awards from Food and Beverage Marketing - 2000.

Tropicana International Brandenton, FL
Product Manager 2000-2003

- Participated in strategy sessions to identify growth product lines.
- Conducted market segmentation studies.
- Developed analysis of resources and strengths compared with competitors.
- Created strategic plan for development of 6 new products resulting in 12+MM increase in sales.
- Successfully marketed Seagrams product line and expanded North American markets, exceeding project goals by 45% and increasing division income by 53%.

EDUCATION

MBA, Concentration: Marketing, Rutgers University, School of Business - 2015

BA, English, University of Delaware - 2000

Numerous AMA and ANA seminars including New Product Development, Strategic Planning and Media Strategy and Buying.