
JILL HIREME

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PROFILE

CATEGORY ADVISOR WITH CATEGORY MANAGEMENT AND ADVISOR EXPERIENCE WORKING WITH THE WALMART ACCOUNT, OFFERING STRONG ANALYTICAL SKILLS AND LEADERSHIP TRACK RECORD TO DELIVER GROWTH.

PROFICIENT IN RETAIL LINK, EXCEL, ACCESS, WORD, OUTLOOK

PROFESSIONAL EXPERIENCE

ABC COMPANY – BENTONVILLE, AR

CATEGORY ADVISOR

2007 to Present

- Responsible for management of the \$60MM ABC category for Walmart account
- Delivered year on year 15% category sales growth in mature category
- Developed in-store marketing program that drove +56% in incremental volume
- Secured distribution of 100% of new items launched by ABC Company
- Designed a tracking tool that reduced costs by 15% annually

XYZ CORPORATION – BENTONVILLE, AR

TRADE MARKETING MANAGER

2003 to 2007

- Responsible for management of trade spending for the \$30MM XYZ business nationwide
- Consistently exceeded sales lift and profit goals for each year in role
- Developed and successfully implemented new trade spending allocation model
- Increased promotional profitability 16% by increasing trade spending efficiency
- Executed co-marketing programs at key accounts nationwide leading to 35% sales lift

XYZ CORPORATION – HEADQUARTERS, MN

TRADE MARKETING ANALYST

2001 to 2003

- Responsible for analysis of trade spending for the \$30 MM XYZ business nationwide
 - Recognized \$800K opportunity to increase promotional profitability through trade analysis
 - Conducted competitive trade spending analysis that recognized \$3MM opportunity gap
 - Designed sell through tracker to more effectively gauge promotion results
 - Trained analysts throughout company on use of new tracking tools
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EDUCATION

University of Learning
University Park, PA
GRADUATED CUM LAUDE

2001
