

Dennis Hange

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Professional Summary

Experienced marketing and sales representative highly effective at lead generation, compressing project timelines and creating a more positive customer experience. Ability to leverage influential leadership skills to engage teams and consistently deliver business results.

Core Competencies | Technical Skills

- Adobe Suite Software
- CRM Databases: Zoho & Salesforce
- Google Analytics & Data Visualization
- HubSpot Email Marketing
- Lead Nurturing Campaigns
- Market Research
- Product Introduction
- Project Management: Wrike & Asana
- Sales & Marketing Strategies
- Search Engine Optimization
- Social Media Strategies
- Website Development:
 - Drupal, Joomla & Wordpress

Professional Experience

Ply Gem – Cary, NC

2018 to June 2019

Programs Marketing Manager

- Launched sales and marketing programs that created demand; drove incremental sales growth, strengthened relationships, and increased customer loyalty.
- Delivered a 7% YOY growth by leading the marketing cadence for the lumberyard and distribution channels; executed sales activities such as strategic promotions, new product launches, incentive and loyalty programs, social media strategies, email and SMS campaigns, and trade show management.
- Developed and implemented quarterly marketing initiatives for 150 District Sales Managers.

Yoder Lumber – Millersburg, OH

2013 to 2018

Marketing Manager

- Provided sales support across seven business divisions; created product communication pieces and established digital strategies to develop new business.
- Administered a \$500,000 marketing budget designed around each business division.
- Managed a series of strategic content marketing projects to grow brand awareness, which included sales literature, whitepapers, email campaigns, social media marketing, SEO, PR, videography, photography, digital and print advertising.
- Boosted webpage views by 94% by implementing a mobile-friendly website; recognized by Industry Leader, Woodworking Network for an eccentric degree of detail and quality design.

Altria Group – Cambridge, OH

2010 to 2013

Territory Sales Manager

- Increased product and category profitability by developing and introducing business plans, continued account management growing retail business and company market share.
- Effectively increased product category volume by 10%; included a 3% increase in overall market share of 1 million additional sales.
- Facilitated territory growth through the development of relationships with retail managers and stakeholders, and subsequently delivered presentations addressing product features and benefits.

Mullet Cabinet – Millersburg, OH

2009

Marketing Administrator

- Provided sales support and organized strategies developing new business and guiding traffic to design center; created advertising/marketing and product communications as well as photographed new products and colors launched for sales presentations and company website.
- Spearheaded development of marketing department leading to the design of a website, corporate brochures, additional trade shows, and design center grand opening attended by 500 guests.
- Collaborated with the sales team on the development of a company-wide CRM system; partnered with a colleague on data mining new software as well as training of sales staff on software functions and features.

Education

Meredith College – Raleigh, NC
Master of Business Administration (MBA)
Concentration: Project Management

Anticipated Graduation 2022

Bowling Green State University – Bowling Green, OH
Bachelor of Science in Business Administration

2008

Community Service | Professional Involvement

- AMA Triangle Chapter – Member
- Raleigh Chamber of Commerce – Young Professional Network
- Hope Community Church – Young Professionals and College Ministry
- Make a Wish NC – Young Professionals Network
- Dorcas Ministry – Volunteer