

Arlene Mc Kenna-Mason

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Career Profile: MBA qualified, experienced Sales and Marketing Professional in possession of over fifteen (15) years of key experience in Account Management, Sales Management and leading regional teams in FMCG, Industrial, Medical and Service Industries.

WORK EXPERIENCE

August 2020 – Present

ALSTON'S MARKETING COMPANY LIMITED (AMCO) • BRAND MANAGER

Application of Marketing Formula to drive strategies for brand sales/development – Imported Food Brands

- Development and execution of Annual Brand Plans
- Develop initiatives to drive brand sales
- Ensure Inventory levels are optimized to Organization objectives
- Development of Communications that promote brand benefits/initiatives

April 2019 – July 2020

EVE ANDERSON RECRUITMENT LIMITED • CLIENT SERVICES & BUSINESS DEVELOPMENT MANAGER

Direct responsibility over regional base of TT\$30M market, with coverage provided by team of six (6) Recruiters and Coordinators as direct reports

June 2018 – March 2019

ANSA POLYMER • SALES & MARKETING MANAGER – FILM

Responsibility over the growth of markets valued at \$40M (local and export territories) via Polyethylene and Polypropylene packaging products

- Develop and implement activity to achieve annual/monthly volume, sales and profitability objectives
- Coach, manage and appraise business activity of Account Executives to ensure KPIs are achieved
- Execute Marketing strategies to raise awareness of Ansa Polymer as a leader in plastic packaging
- Development of branding and marketing material for Business to Business promotional activity
- Event management and execution for Trade Shows

February 2016 - April 2016

ULTRA-PHARM MARKETING LIMITED • SALES MANAGER

Management of team of six (6) sales representatives servicing Trinidad and Tobago pharmaceutical market through implementation of strategies to meet with the company's revenue objectives. Supervisory role over daily sales operations.

- Highly collaborative role – worked closely with the Purchasing and Financial Managers to ensure optimum inventory and effective management of the Accounts Receivable portfolio of key customers.
- Led Sales Team to achieve established objectives for revenue growth and brand awareness. Led Training efforts for team in key areas of Sales Training, Team Building and Personal Development.
- Managed quarterly and annual sales budgets and targets by Sales Representative, Account and brand to monitor performance and submit recommendations for improvement.

January 2012 - May 2015

NATIONAL CANNERS LIMITED • DIVISION MANAGER, MABEL'S FOODS DIVISION

Management of FMCG Division with overall responsibility for achieving marketing objectives in local market (Food Manufacturing & Distribution). Increased Sales Revenue and Brand Awareness resulting in over 15% increase in net sales and revenue over period in highly competitive and price conscious market.

- Developed and implemented marketing plans for the achievement of Division's Sales, Profitability and Volume objectives
- Created initiatives to increase shelf presence in local and export markets
- Provided leadership, coaching and performance improvement systems for sales team of 5 persons
- Collaborated with Purchasing and Warehouse teams to ensure optimum inventory levels
- Initiated New Product development projects aligned to market needs, brand personality and commercial objectives
- Prepared sales forecasts, sales reports and commercial analysis of new products

February 2011 – November 2011

JOINT MEDICAL PRODUCTS LIMITED • BRAND MANAGER

Increased monthly Sales / turnover in Private Medical Segment.

- Marketing of Microtek brand of surgical products to Trinidad & Tobago Medical Institutions

April 2007 – February 2011

SYMMETRY CARIBBEAN LIMITED • DIRECTOR OF SALES & MARKETING – CARIBBEAN

Sales oversight for performance of six (6) Caribbean markets through Customer Service initiatives and Business Development activities engaging Independent Distributors. Led Caribbean team to double Membership of

Independent Distributors for 2008/9 campaign including highest number of distributors promoted to higher levels.

- Leadership role for Independent Distributors throughout Caribbean region
- Administrative and Customer Service Lead for Caribbean Retail locations
- Developed and implemented Business Development Strategies for Independent Distributors
- Implemented Performance Appraisals and Incentives for Customer Service Representatives
- Co-ordinated and managed Symmetry Caribbean's Trade and Training Events

February 2006 – April 2007

ALL MEDIA PROJECTS LIMITED (AMPLE) • ACCOUNT EXECUTIVE

Managed the development and implementation of Advertising, PR and event management strategies, with the aim of contributing to clients' business objectives.

- Managed multiple Client Accounts in Government, Financial, IT and Energy Sectors
- Engaged in Clients' marketing campaigns from brief development to completion, working with production and operations personnel within the agency to meet deadlines and client requirements

January 2005 – February 2006

SPORTS & GAMES • BRAND MARKETING COORDINATOR

Development and implementation of customer retention strategy with the goal of increased sales and brand loyalty.

- Administrated Sports & Games Customer Loyalty programme
- Supervised Team Sport outlet at Sports & Games Head Office

June 2000 – December 2004

CENTURY ESLON • PRODUCT SPECIALIST

Product Manager role in the development and management of new products for Industrial Product Manufacturing Company

- Development and execution of marketing plans for three (3) new industrial products
- Collaborated with cross-functional teams (QA, Production, Purchasing and Sales) for introduction of new products to local and regional markets
- Participated in Century Eslon customer satisfaction surveys from concept creation to presentation of findings to Executive
- Conducted Internal Quality Audits according to ISO requirements. Led IQA Team for one quarter to help improve monitoring and on-time submission of Internal Quality Audits

EDUCATION

2013-2017

Master's Degree in Business Administration

Henley Business School, University of Reading, UK

OTHER CERTIFICATES

2006

SAM Caribbean - International Diploma in Computer Studies

2004

Dale Carnegie & Associates - Dale Carnegie Sales Advantage Programme

PROQUAL International Limited - Internal Quality Auditor Training

ISO 9001:2002 Standard

2002

COMPUTER

COMPETENCIES

Microsoft Office

Microsoft Great Plains

Qualitative Research Software – nVivo, atlas.ti

MEMBERSHIPS

Henley Business School Alumni Association of Trinidad & Tobago

Henley Business School Alumni Association (International)