

Martha Bellomy

MARTHABELLOMY.COM

martha@marthabellomy.com | [LINKEDIN](#)

PROFESSIONAL EXPERIENCE

Carlson Restaurants Worldwide; International Marketing Manager 2004 to 2009

Managed and directed over 40 different franchise groups worldwide to market T.G.I. Friday International, American restaurant brand in foreign markets. Territories included the America's & the Caribbean, Europe, India, Middle East, Asia & Asia Pacific and North African Region involving 370+ stores with annual sales exceeding \$700 million. Supervised approximately 40 international marketing managers involving training, new store openings and promotional activity. Participated in annual visits to local market places. Planned and executed new market rollouts centered on brand standards and local market relevancy. Developed annual business reviews with top business heads and C-level executives.

Key Accomplishments:

- Created annual marketing seminars and presented marketing materials on topics including new food & beverage promotions, current consumer insights, and local store marketing tactics
- Collaborated with beverage partners and franchisees to create marketing promotions driving beverage Consumption
- Managed research component, supervising research agencies as they conducted annual qualitative and quantitative research projects
- Assisted in the development and execution of all annual global promotional material
- Developed strategic marketing promotions and events that resulted in the following: The Americas upholding a sales record of 60 months of consecutive positive sales, averaging 7% year-over-year sales growth and a world sales records of 15% year-over-year sales growth for the European region.
- Received the 2007 Carlson Honors Award for Sales Achievement