

# ROBERT SMITH

## Associate Marketing Manager

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

### SUMMARY

Driven, innovative, strategic, passionate Associate Marketing Manager with 7 years of experience in budgeting, concept development, great attention to detail, project management, project planning, resource management, team player I am proficient in Microsoft Office products, Photoshop, Adobe a multiple project management software systems.

### CORE COMPETENCIES

Wordpress, HTML, Google Analytics, Email Marketing, Excel, Data Analysis, MailChimp, MS Office, Strategic Planning, Keynote.

### PROFESSIONAL EXPERIENCE

#### Associate Marketing Manager

**Ach Food Companies - 2012 – Present**

##### Key Deliverables:

- Distributing private label spice brands for three of the top 10 foodservice distributors (portfolio of 1,000+ products).
- Revitalizing the brand identity for each foodservice division, resulting in a new brand guide, brand portfolio.
- Developing the brand framework for Durkee reserve, a new cutting-edge, sub-brand focused on reaching.
- Managing Gordon foodservice trade east spice brand and responsible for driving brand sales and volume growth.
- Create and implement marketing plans, trade show plans, manage budgets, analyze sales data, assess category assortment, provide store planogram guidance and onboard new divisions and implement the new product.
- Proven consistent revenue growth of over 3% year over year and was awarded the cornerstone partner.
- Successfully leading cross-functional teams to develop and introduce 14 new, on-trend products in two years.

#### Marketing Strategist

**Innova Ideas And Services - 2011 – 2012**

##### Key Deliverables:

- Evaluate potential and existing clients business models along with industry trends, identified key needs and wrote.
- Proposals and marketing plans outlining recommendations for advancement and how Innova can be a partner for success.
- Helped clients achieve their business objectives through strategic and integrated marketing planning and developed.

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- Brand initiatives, including naming, defining target audiences, brand attributes, brand personality, market position and brand identity.
- Conducted marketing research; including communication audits, competitive analysis, industry evaluation, and identifying consumer need states.
- Guided clients to implement successful social media plans by recommending tactics, developing editorial calendars.
- Best practice guides, and enhancing and managing search engine optimization.

### EDUCATION

- Bachelor Of Science in Business Marketing - (Iowa State University - Ames, IA )