

# ROBERT SMITH

## Associate Marketing Manager I

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### SUMMARY

Two plus years of experience as Associate Marketing Manager with a background in Journalism and IMC. I have experience blending both talents to support a brands image and performance both on and offline.

### SKILLS

Microsoft Office, Oracle Eloqua, Adobe Creative Suite, Hootsuite, Pardot, Graphic design, Product Marketing.

### WORK EXPERIENCE

#### Associate Marketing Manager I

Soapbox Soaps - January 2016 – Present

- Collaborating with third parties to develop national campaigns and cross-analyzed findings with sales.
- Evaluating/presenting the success of marketing tactics alongside sales analyst to find compelling data.
- Developing internal syndication plan for national video campaign with Mekanism (ad agency).
- Serving as the direct contact for the outsourced pr agency and developed direction/provided content for pitching, attended media events and reviewed event proposals.
- Blogging for the brand and served as ghostwriter for the CEO for Huffington post online content and interview questions from the media.
- Reviewing Instagram performance and developed a new strategy(copy, imagery, scheduling, theme) with the marketing team that resulted in doubling followers in two months of activation vs all of 2016.
- Garnering more than half the likes in all of 2016 within first 2 mo. Of 2017, 25% of all comments in 2016 reached within first 2 mo. Of 2017.

#### Associate Marketing Manager Intern

Campaigns - June 2015 – August 2015

- Created a rebranding marketing campaign on a team of four for a local South Carolina nonprofit (ingenuity).
- Established experience in Budget development, social media tactics, creating brand guidelines and consumer research.
- Designed, produced, delivered, and evaluated 12+ email newsletters per week.
- Introduced and implemented automated welcome emails for new subscribers.
- Maximized profit by identifying, evaluating and managing technical and advertising partners to optimize ad campaigns across multiple advertising platforms.
- Performing quality assurance for modifications to the website, mobile app, audio player, rss feeds, tracking code, and ad code.

- Create and execute new product launch plans for assigned products for global commercialization.

## SCHOLASTICS

- Masters in integrated Marketing Communication - August 2014 to May 2016(University Of South Carolina - Columbia, SC )Bachelor Of Science in Journalism And Citizen Media - August 2010 to May 2014(Kennesaw State University - Kennesaw, GA )Certificate in Multi Platform News Reporting - May 2014(Kennesaw State University - Kennesaw, GA )