

ROBERT SMITH

Associate Marketing Manager II

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

SUMMARY

Associate Marketing Manager with extensive experience of 12+ years in marketing and vendor relations. Out of the box thinker with strong analytical and research skills. Repeatedly recognized for top performance through promotions and selection for high-priority projects able to effectively prioritize multiple projects in order to meet or exceed deadlines. Strong attention to details Team player and relationship builder.

CORE COMPETENCIES

Proficient in Microsoft Excel, Word, Outlook and PowerPoint. Excellent time management and organizational skills., Adobe Photoshop and InDesign, Promotional Items, Market Strategy, Lead Generation.

PROFESSIONAL EXPERIENCE

Associate Marketing Manager II

The St John Companies - November 2007 – December 2009

Key Deliverables:

- Organized and managed all aspects of marketing and sales generation for patient identification/patient safety product line. Managed marketing programs including trade shows, website, emails, sales presentations and industry publications. Worked closely with product manager establishing product branding. A key player in increasing market share of product line 35% in a two-year time span.
- Coordinated all aspects of 18 - 20 tradeshow and events per year; including booth placement, graphics, product samples, marketing collateral, logistics, travel, lead follow-up and ROI analysis.
- Negotiated initiatives with industry associations to place relevant product and analyzed ROI on each event in order to tailor future programs for maximum effect.
- Coordinated the creation of sales support material for value-added retailers (vars) and dealers.
- Facilitated the development of the patient identification website.
- An ensured website was updated with new product, industry and competitive information and customer testimonials in order to improve the customer experience.
- Coordinated departmental direct mailings and email blasts to specified customers.

Assistant Marketing Manager

The St John Companies - June 2006 – November 2007

Key Deliverables:

- Assisted product managers with strategic planning and management of product line. Managed tradeshow, product testing, and marketing materials.

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Communicated with outside vendors. Participated in marketing plans in order to bring a product to market.

- Researched, negotiated terms, ordered and coordinated all tradeshow for the patient id/patient safety market.
- Wrote and distributed press releases to industry print and electronic publications.
- Coordinated marketing materials for patient identification/patient safety department.
- Collaborated with state hospital associations and other buying groups to create mutually beneficial sponsorships.
- Coordinated testing of product with current customers; tabulated and analyzed data, developed spreadsheets for management to review.
- This is Dummy Description data, Replace with job description relevant to your current role. In case if you dont need it you can delete it.

EDUCATION

B.S. in Business Management - (University Of Phoenix Online)Business -
(California State University Northridge - Northridge, CA)

