

# Corporate Marketing Director

## ROBERT SMITH

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### Objective

Experienced Corporate Marketing Director with a proven track record of driving revenue growth through effective marketing strategies that worked cohesively with sales and operations. Have been recognized by executives and colleagues as self-motivated, team player, dedicated, with a can-do attitude and exceptional work ethic.

### Skills

Adobe Photoshop, Advertising.

### Work Experience

#### Corporate Marketing Director

**ABC Corporation** - December 1998 - December 2010

- Corporated Marketing Director Created and implemented strategic marketing plans for five divisions; produced effective sales collateral that targeted and educated the customer.
- Negotiated all radio, billboard, transit, and electronic media and managed all public relations efforts, promotional services and developed print newsletters and e-Newsletters.
- Managed the layout and development of Northwest Cascade Inc.
- Participated on the management team responsible for the proposal to the Utah Olympic committee.
- Selected as a vendor in the 2002 Utah Winter Olympics games.
- Developed and revamped corporate brand identity in order to ensure continuity throughout market segments.
- Drove and executed social media marketing campaigns for corporate office and (8) divisions and locations.

#### Corporate Marketing Director

**Delta Corporation** - 1997 - 1998

- Managed everyday restaurant operations - guest relations, marketing, maintenance, scheduling, hiring, firing and light accounting - for popular, .
- Coordinated fundraisers, benefits and community events to generate working relationships with local nonprofits and area businesses.
- Create strategic marketing plan, manage budget and oversee execution of domestic and international opportunity assessment and promotional activities .
- Transformed a reactive silo ad/promo department into a strategic marketing partner, overseeing personnel rightsizing and team strengthening, .
- Supervise all online marketing activities, including Search Engine Marketing (SEM), Search Engine Optimization (SEO), consumer websites, social media .
- The Fazzini Group had a branch off called Fazzinis Coffee and Tea Company, for which I served as the Corporate Marketing Director.
- Responsible for developing and leveraging internal and external partnerships to maximize the achievement of business goals by sponsoring.

## Education

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