

ROBERT SMITH

Corporate Marketing Director

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SUMMARY

Responsible for Communicating with Customer Service partners regarding new or changed content, agencies, vendors, processes, or functionality. Ensuring that issues with field, fulfillment providers, or development resources are resolved timely and effectively.

SKILLS

Brand Development Awareness Go-to-Market Strategy.

WORK EXPERIENCE

Corporate Marketing Director

ABC Corporation - 2009 – 2010

- Spearheaded and executed new branding standards and positioning.
- Developed sales & marketing campaigns to increase exposure and profits.
- Facilitated creative development of marketing activities to effectively reinforce overall mission, core values and key messages.
- Managed multiple complex projects and tasks while adhering to designated deadlines.
- Established & maintained strategic marketing objectives and budgets for multiple divisions and locations.
- Drove the marketing and communications efforts for local and national locations.
- Created and implemented value add propositions to positively differentiate from current and future competitors.

Corporate Marketing Director

Delta Corporation - 2005 – 2007

- Generated over \$100,000 in cash and trade value sales Extensive experience with corporate marketing/group sale cold calls, meetings, and closures .
- Managed 10M annual sales and increased sales volume by 18% in 2000, 20% in 2001 and 27% in 2002 Drafted budgets for all advertising sales and .
- Identified product sales performance, new trends, market penetration and competitor performance through online research and competitive shopping .
- international marketing and digital strategy, email marketing, website and content implementation, vendor management.
- dzh Managed all corporate marketing activities for 22 offices across the country dzh Responsible for overall marketing strategy and execution .
- Member of the Area Developing Committee; Discussed, resolved and enforced corporate policy issues with the president and area developers Member of .
- Mapped out initial corporate marketing strategy, executable marketing plans, and marketing budget within three months with limited personnel and .

SCHOLASTICS

- Bachelor Of Arts In Communication Studies