Creative Marketing Director

ROBERT SMITH

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Objective

Highly responsible Creative Marketing Director with over 7 years experience in leading, implementing and executing marketing campaigns, strategies, branding, web content, newsletter email campaigns, editorials, and operations for e-commerce and traditional market businesses.

Skills

Salesforce, Wordpress, Photoshop, Illustrator, Indesign, Workfront, HTML.

Work Experience

Creative Marketing Director

MODMERICA GROUP - June 2009 – 2021

- Successfully managed and directed a 15 person marketing team to effectively maintain and reinforce the companys brand.
- Collaborated with national and international vendors and merchandisers; identified emerging sales trends and exposed hidden marketing opportunities.
- Directed the productivity of the marketing plans and projects.
- Lead the development of all campaign strategies that communicated objectives, target audiences, key messages, metrics and call to action.
- Reviewed, approved and directed the marketing budget while maximizing ROI for all external marketing purchases while ensuring campaign messaging and branding.
- Directed and coordinated marketing activities and policies to promote products and services.
- Analyzed business developments and monitored market trends.

Creative Marketing Director

Delta Corporation - 2005 – 2009

- Created social media platforms that increased reach by over 100% Validated employment and rental history for clients background checks Revamped .
- consultant) Fifo Media Group.
- Work with internal Research Marketing, Corporate and Events business units to translate lead generation, client retention and event production goals .
- As the Creative Marketing Director, my duties are to maintain the company website, create and schedule all social media campaigns, design exhibitor .
- Web designer, web manager, blogger Manage social media accounts.
- Design, create, and produce print advertising.
- Create and manage websites.

Education

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