Robert Smith

Freelance Marketing Consultant

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SUMMARY

Professional with a keen eye for brand development, build successful global marketing campaigns with strong collaboration between sales, product and marketing teams. Works with direct and virtual teams to drive lead marketing activities and brand-story building within niche markets.

SKILLS

Agency Management, SEO Strategy, Marketing Strategy, Content Management.

WORK EXPERIENCE

Freelance Marketing Consultant

ABC Corporation - 2006 – 2012

- Managed a team of writers, designers, and vendors as appropriate for client projects.
- Assisted in public relations and creating press releases.
- Proofread, edited, and formatted copy for web.
- Assisted clients in creating marketing materials for the web.
- Established email and direct mailer campaigns.
- Worked with designers to concept creative to establish brand awareness.
- Worked with clients to implement campaigns from concept to completion.

Freelance Marketing Consultant

ABC Corporation - 2003 – 2006

- Managed public relations, marketing, and advertising initiatives for a contract technical services organization.
- Played a role in the growth of a family business offering contracted information technology management services to government agencies and K-12 institutions.
- Developed marketing collateral and sales support tools to augment the efforts of field sales and account management team.
- Maintained the integrity of marketing database to fuel high-ROI campaigns.
- Orchestrated community relations, marketing, and messaging in support of the companys mission to offer value-added services, cultivate excellent customer satisfaction, and provide high-quality business solutions..
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EDUCATION

BA in Business Administration - (JUDSON UNIVERSITY Elgin - Elgin, IL)

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