

# MASON WILSON

## Marketing Administrative Assistant

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### PROFESSIONAL SUMMARY

Dedicated Marketing Administrative Assistant with two years of experience in enhancing operational efficiency and supporting marketing initiatives. Adept at managing schedules, coordinating events, and facilitating communication across teams. Eager to contribute strong organizational skills and a customer-focused approach to drive marketing success.

### WORK EXPERIENCE

**Marketing Administrative Assistant**  
Pineapple Enterprises

Feb / 2024-Ongoing  
Santa Monica, CA

- Conduct day-to-day administrative tasks, including maintaining marketing information files and processing documents.
- Provide comprehensive support to marketing teams by answering inquiries, assisting visitors, and resolving administrative issues.
- Coordinate meetings, interviews, and events, including travel and lodging arrangements for supervisors.
- Draft, edit, and distribute correspondence and meeting agendas, ensuring clarity and adherence to policies.
- Process payments and maintain accurate financial records for marketing activities.
- Recruit, train, and manage customer service staff, enhancing team productivity.
- Research potential clients and maintain databases to support targeted marketing efforts.

**Marketing Administrative Assistant**  
Lakeside Apparel Co

Feb / 2023-Feb / 2024  
Chicago, IL

- Initiated contact with prospective clients to schedule marketing meetings, enhancing outreach efforts.
- Distributed thank-you gifts and postcards to valued customers, fostering client relationships.
- Responded to customer inquiries, providing timely and effective solutions.
- Prepared ROI and quarterly reports to assess marketing performance and strategy.
- Designed and displayed promotional signage throughout stores to boost visibility.
- Created advertising banners for outdoor promotions, increasing foot traffic.

### EDUCATION

**Associate of Applied Science in Marketing**  
Community College of Denver

Feb / 2022-Feb / 2023  
Portland, OR

Focused on marketing principles, digital marketing strategies, and consumer behavior.

### SKILLS

Bilingual (spanish/english)

Marketing Coordination

Project Management

Event Planning

### ACHIEVEMENTS

- Streamlined administrative processes, reducing paperwork processing time by 30%.
- Coordinated successful marketing campaigns, resulting in a 20% increase in customer engagement.
- Developed and maintained a comprehensive database of client information, improving follow-up efficiency by 25%.