ROBERT SMITH

Marketing Administrator

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

Highly seasoned and dedicated Marketing Administrator with 8 years of experience in the Real Estate domain is seeking to enter a Marketing Manager role that will capitalize on business development, brand management, strategic planning, and leadership.

CORE COMPETENCIES

Microsoft Office, Customer Service, Administrative Assistant, Management, Market Research, Internet Research, Scheduling, Workforce Planning, Payroll

PROFESSIONAL EXPERIENCE

Marketing Administrator

Simon Property Group - January 2013 – Present

Key Deliverables:

- Assisting in the development and execution of annual marketing plan, in addition to the planning and execution of all events.
- Coordinating the implementation of on-mall SBV activations from tabling events, Ad panel/Sky banner install & removal, etc.
- Created, implemented, and managed 2017 holiday wish wall that generated over $3k in Simon Giftcard sales to benefit children in need in our local community.
- Reviewing monthly tenant sales reports in an effort to identify and support struggling retailers by including them in on-mall retailer marketing.
- Utilizing the Salesforce dashboard for the snapshot of current and future occupancy as it pertains to SBV deal management and lease actions.
- Assisting the Director of marketing with the coordination of signage and advertising programs.
- Managing the mall website, social media channels, and driving subscriber growth.

Guest Services Manager

Simon Property Group - November 2009 – January 2012

Key Deliverables:

- Enhanced the profitability of Simon guest services through sales goals and creative strategies.
- Served as "seller" function of the Simon Giftcard Program, Simon Kidgits club, retail products or offerings, and other mall programs.
- Directly supervised the performance of guest services staff to ensure a productive work environment.
- Oversaw daily financial management of all initiatives sold at Simon guest services.
- Responsible for representing Simon to customers by providing high quality, efficient, and friendly service.
- Built rapport with customers in order to ensure future visits and establish loyalty.

2259 Oak Street, Old Forge, New York, 13420

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- Responsible for maintaining a professional physical appearance of Simon guest services including marketing materials, signage, displays, and ensured that all displayed information was current and relevant.

EDUCATION

M.B.A. in Management - September 2009 to January 2012(Centenary College - Hackettstown, NJ)B.A. in Psychology - September 2006 to May 2008(Centenary College - Hackettstown, NJ)A.A. in Human Services - September 2003 to December 2005(County College Of Morris - Township Of Randolph, NJ)

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