

ROBERT SMITH

Marketing Advisor

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

SUMMARY

Forward-thinking, dedicated, and motivated business professional with a proven track record of teaching, guiding, and mentoring students, employees, and clients. Capable of building strong relationships with stakeholders, constructing strategic marketing plans, delivering exceptional customer service, and providing innovation on complex projects.

CORE COMPETENCIES

Curriculum Development, Strong Technology Expertise, Interpersonal Skills, Organizational Skills.

PROFESSIONAL EXPERIENCE

Marketing Advisor

SANFORD HEALTH - January 2014 – 2016

Key Deliverables:

- Acted as the liaison between senior leadership, the construction team, and Public Affairs.
- Coordinated monthly press conferences and media releases.
- Responsible for all internal and external communication related to the project.
- Managed multiple budgets for various service lines.
- Developed marketing plans to maximize market share.
- Placed media buys and worked directly with an external advertising agency.
- Familiar with sustainable works product/services offerings, third-party contractors, and non-profit underwriting.

Marketing Advisor

Delta Corporation - 2017 – 2020

Key Deliverables:

- Advised President/CEO on marketing strategy Produced and edited copy for marketing materials, press releases, website, social media profiles.
- Promoted business on social media, Advertising Coordinator, Secretarial work.
- Provided marketing support across marketing plans.
- Managed the internal marketing plans and delivery including internal stakeholder coordination, managing.
- Worked independently with a client to generate leads and optimize social media and PPC campaigns.
- Worked included lead page development, data analysis and reporting, social media marketing, and market segmentation.
- Met personal and sales goals Skills Used Customer and phone skills Clerical Computer.

EDUCATION

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- Masters of Management - (University of Mary - Bismarck, ND)