

ROBERT SMITH

Marketing Advisor

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SUMMARY

Marketing Advisor professional who has traveled within and outside with extensive experience in account and customer relationship management. Cultivates nurtures and maintains long-term customer relationships to boost sales and grow brand visibility.

SKILLS

MS Office, Management Skills, Time Management.

WORK EXPERIENCE

Marketing Advisor

Atlas Software - January 2016 – 2017

- Trained peers and management team on the internal system support and implementation plans.
- Built client relationships by acting as the liaison between the customer service and sales teams.
- Created proposals for new and repeat customer business transactions.
- Contacted regular and prospective customers to explain product features and solicit orders.
- Consulted with clients after sales and contract signings to resolve problems and provide ongoing support.
- Negotiated prices, terms of sale, and service agreements.
- Contacted new and existing customers to discuss new products and services.

Marketing Advisor

Delta Corporation - 2018 – 2020

- Provided marketing and development advice to maintain a consistent brand image for a retail business that makes knives and jewelry.
- Implemented budget-conscious marketing initiatives using social media platforms.
- Performed market research to determine the most attractive markets.
- Secured additional funding via KickStarter.com.
- Advised Board on Marketing Efforts.
- Partnered with local business owners to achieve new customer acquisition through direct marketing and public relations tactics.
- Developed and implemented a marketing plan for a window washing company.

SCHOLASTICS

- Bachelor of Science in Business - (Ashworth College - Norcross, GA)