

Objective

Highly qualified Marketing Advisor with experience in the industry. Enjoy creative problem solving and getting exposure on multiple projects, and I would excel in the collaborative environment on which your company prides itself.

Skills

Marketing, Market Research, Product Development, Business Analysis.

Work Experience

Marketing Advisor

Concentrix Co. - July 2000 – 2002

- Helped customers get the best deals and incentives.
- Provided leadership in web search optimization strategies and web campaign testing strategies to increase multimedia marketing effectiveness and sales volumes at the lowest marginal cost.
- Analyzed site behavior to improve application/enrollment/sales completion rates, user experience, and content targeting.
- Created and implemented new services for target clients Supervised the selling activities of staff members Launched social media pages and supervised.
- Created and managed online product sales and handle online marketing outreach.
- Coordinated large scale community marketing events Promote and expand brand awareness of new Verizon products to Establish and maintain consumers.
- Provided Marketing expertise for Red Hat Marketing Programs Help Red Hat resellers drives revenue through lead generation programs Maintain effectively.

Marketing Advisor

Delta Corporation - 2014 – 2015

- Developed and supervised marketing campaigns.
- Generated potential client lists from high schools to create a database of personal information for Cold-calls Cold-called.
- Created several grassroots marketing campaigns which have boosted annual sales by 40 percent.
- Recruitment and retention of prospects.
- Customer service and follow up strategies.
- Helped expand grassroots marketing efforts by attending community events and speaking to homeowners about energy saving solutions and our services.
- Created a social media marketing plan to expand company reach to new homeowners and prospect new leads.

Education

Medical Assisting Program - (Everest Institute - Austin, TX)