

# Robert Smith

## Marketing Advisor

### **CONTACT DETAILS**

1737 Marshville Road,  
Alabama  
(123)-456-7899  
info@qwikresume.com  
[www.qwikresume.com](http://www.qwikresume.com)

### **PERSONAL STATEMENT**

Marketing Advisor with 2+ years of Experience in top Global Consulting companies and played Director+ Level, have more than 5 years of actual sales and front-ending experience.

### **SKILLS**

Multitasking, Team Work,  
Analytical Skills.

### **WORK EXPERIENCE**

#### **Marketing Advisor**

**ABC Corporation - June 2013 - August 2014**

##### *Responsibilities:*

- Helped expand grassroots marketing efforts by attending community events and speaking to homeowners about energy saving solutions and our services.
- Shadowed Home Energy Audits, where auditors used blower door tests, thermal readings, and other methods to decipher the most efficient energy solution for the homeowner.
- Created a social media marketing plan to expand company reach to new homeowners and prospect new leads.
- Implemented sales practices and trained employees of Post Shop services and company policies in order to maximize profits.
- Analyzed inventory and sales throughout the country, shipping merchandise to shops in need.
- Marketing advisor for a non-profit whos focus was on improving home energy efficiency and job creation.
- Set up meetings and events for clients, their partners and their prospects to explain.

### **LANGUAGES**

English (Native)  
French (Professional)  
Spanish (Professional)

### **INTERESTS**

Climbing  
Snowboarding  
Cooking  
Reading

### **REFERENCES**

Reference - 1 (Company Name)  
Reference - 2 (Company Name)

#### **Marketing Advisor**

**Delta Corporation - 2016 - 2017**

##### *Responsibilities:*

- Partnered with the CEO to create an innovative marketing strategy resulting in an increased closing percentage of clients based on Equity Theory.
- Advised ownership and management team of a newly formed multi-million dollar hotel management and investment company.
- Projects include competitive and market analysis, brand positioning, creative branding, website development, and social media marketing.
- Marketed hospice to a diverse group of decision-makers, including doctors, nurses, patients families, and patients themselves.
- Coordinated care with nurses and other medical professionals with patients facing the end of their lives.
- Responsible for sales, customer service, problem-solving, the introduction of new products, and prospecting for prospective new customers.
- Assisted with implementing best-in-class agent marketing projects on an individual account basis and then apply those learnings to work with the entire marketing team to determine best practices and process

improvements that will benefit all agents Nationally.

## **Education**

Bachelor of Science in Business Administration - (Auburn University -  
Raymond J. Harbert College of Business.)