

Robert Smith

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Marketing Advisor

SUMMARY

Marketing and advertising professional with versatile office skills and proficiency in Microsoft Office programs. Strong planner and problem solver who readily adapts to change, works independently, and exceeds expectations. Able to juggle multiple priorities and meet tight deadlines without compromising quality.

SKILLS

Strong Technology Expertise, Interpersonal Skills, Organizational Skills.

WORK EXPERIENCE

Marketing Advisor

ABC Corporation - August 2007 - January 2008

- Researched potential clients, contact, and obtain information on advertising.
- Responsible for managing new business and strategic planning to maximize growth and profit.
- Created, developed, and implemented marketing campaigns for clients.
- Developed and implemented marketing campaigns to help utilize the advertising budget for companies geared towards the agricultural and outdoor sports markets.
- Managed customer account database and maintained client contracts and files.
- Researched companies for a new client base.
- Ability to utilize scripting to provide the best possible outcome for the varied call types.

Marketing Advisor

Delta Corporation - 2010 - 2012

- Acted as a marketing advisor to the founder to develop effective marketing campaigns that will drive the most donations.
- Wrote social media posts promoting the charity and asking for donations in accordance with the campaign strategy.
- Leveraged communication and sales skills to increase the number of clients served by the agency.
- Created and delegated advertisements to promote material for various products.
- Able to engender a sense of urgency and response on the part of our customers to provide what is needed, ensuring our ability to produce the American Lifestyle magazine on their behalf.
- Designed and developed the brand identity, including logo design and cohesive branding on all print materials.
- Worked with small businesses to manage their online identity, digital promotions, and convert word-of-mouth referrals from people already in their network, while gaining more business referrals from existing customers.

EDUCATION

- (Iowa Central Community College - Gowrie, IA)