

ROBERT SMITH

Marketing Agent IV

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Marketing Agent IV with 28 years of experience in the Marketing domain. My objective is to secure a corporate position involving marketing communications that allows me to use my analytical and creative talents to further the success of the organization for which I'm employed. As one who values diplomacy and team-building, I would bring a positive approach to the position and an attitude of gratitude.

2006 - PRESENT

MARKETING AGENT IV - FIRSTBASE MARKETING COMMUNICATIONS, INC

- Captured 45 leads in the first month of employment and reached first level escalation on the first payroll.
- Reached a 27,000 dollar sales goal during the first payroll of employment.
- Communicating product value effectively by using sales techniques and handling objections.
- Demonstrating mastery of customer service call script within specified timeframes. Maintaining quality communication with the customers.
- Providing personalized, around the clock, superior customer service to all clients.
- Handling incoming and outgoing calls for subscription, marketing campaign, educating patrons on the upcoming season and subscriber benefits.
- Documenting the customer feedback positive or negative. Documenting properly in regards to the conversation with the customer.

1990 - 2006

PRESIDENT AND OWNER - FIRSTBASE MARKETING COMMUNICATIONS, INC

- Personally performed countless creative projects in virtually all media including collateral print, logos and corporate identity programs, interactive media, web design and hosting, copywriting, retail and commercial package design and digital video production.
- Regularly used the latest Macintosh and PC hardware and software to assist in the creative process.
- Became proficient in a wide array of tools and understand the creative and technical processes relative to offset printing, video production, graphic design and the web.
- This includes creating many WordPress-based sites, youtube video channels, etc.
- Assisted many clients in the development of comprehensive marketing plans,

and implemented creative strategies to achieve plan objectives.

- This is Dummy Description data, Replace with job description relevant to your current role. In case if you dont need it you can delete it.
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EDUCATION

MBA in Marketing And Finance - 1985 to 1988(Western Michigan University - Kalamazoo, MI)Bachelor Of Business Administration in Advertising - 1978 to 1981(Western Michigan University Kalamazoo - Kalamazoo, MI)

SKILLS

Mac OS X Software, Pages, Google Docs, Spreadsheets, Microsoft Word, Microsoft Software, Excel, Microsoft Note, Website Design, Bilingual