

Senior Marketing Communications Specialist

ROBERT SMITH

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Objective

Senior Marketing Communications Specialist with 10 years of experience. Extensive administrative history coupled with recent sales and marketing experience. Enthusiastic and innovative problem-solver with proven ability to consistently improve methods and generate creative solutions. Team oriented agility to respond to current trends and best practices.

Skills

New Product Development, New Product Launch, Product Management, Cross-Functional Team Building, Research Methods, Product Life Cycle Management, Voice Of Customer/Partner, Branding & Positioning, Competitive Market Analysis, Customer Relations, Six Sigma & Lean Manufacturing, Direct Response & Sales Material, Event And Trade Show Planning, Demand/Lead Generation, Safety Communications, Promotion Management, Social Media Campaigns.

Work Experience

Senior Marketing Communications Specialist

Honeywell Salisbury(TM) Electrical Safety - August 2015 - Present

- Recruited to the Honeywell marketing communications team in August 2015.
- Responsible for working collectively with cross-functional departments on all internal and external communications.
- Responsible for managing the Salisbury brand strategy by working with channel marketing to drive new initiatives, programs and demand generation campaign opportunities.
- Serving as liaison with product managers in the launch of new products, promotions, and creation of materials that promote and support growth of new marketing qualified leads.
- Supporting the graphic design initiatives which include collaborate with a group of creative individuals to produce a finished product.
- Contributing as required to the design of marketing materials, including print collateral and package design.
- Performing quality assurance procedures and review content for providing full writing support for safety communications, technical documents, brochures.

Product Marketing Specialist

Safety Equipment - November 2008 - August 2015

- Responsible for a mixed product portfolio of utility and industrial personal protective electrical.
- Responsible for creating strategic plans including product launches, growth and promotional.
- In charge of managing new products through the new product introduction pipeline and manage each.
- Identified new product offerings and services through market research and voice of the customer.
- Developed and maintained relationships with key product suppliers, distributors, and end-user customers.

- Collaborated closely with internal stakeholders and external customers to understand content needs and set up new items, catalogs, datasheets and content channels according to customer requirements.
- Independently managed and improved content, including initiating and completing website audits, and ensured publication of updated content on customer websites in a timely manner.

Education

BACHELOR OF ARTS in History - 2002 to 2006(PURDUE UNIVERSITY - West Lafayette, IN)