

# ROBERT SMITH

## Marketing Communications Specialist II

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

### SUMMARY

Detail-oriented Marketing Communications Specialist with 10 plus years of experience in the Finance domain with a commitment to ensure an organization's bottom line success. High-energy, resourceful leader recognized for proactive initiative, flexibility, and continuously meeting deadlines.

### CORE COMPETENCIES

Graphic Design, Video Production, Marketing Strategy, Marketing Communications, Data Analytics, HTML Creation

### PROFESSIONAL EXPERIENCE

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VW Credit, Inc - October 2011 – Present

##### Key Deliverables:

- Managing the development of all leadership presentations, bulletins, handbooks, and brochures.
- Creating and launching the corporate magazine "VCI Insider" and dealer newsletters.
- Manager of analysts and interns for dealer and corporate communications deployment (5 years).
- Developing the eInvoice messaging for brand updates, lease pull-ahead, and new model launches.
- Revamping financial services website for VW, Audi, and Ducati to include online account access.
- Ensuring all dealer and consumer campaigns and collateral are consistent with brand initiatives.
- Executing internal survey campaigns and employee data analysis for leadership.

#### Event Specialist, Corporate Marketing

Verizon Business - April 2008 – October 2011

##### Key Deliverables:

- Orchestrated B2B marketing campaigns through speaking events, trade shows, and local luncheons.
- Utilized email company distribution engines to advertise current products and services for Verizon business.
- Refined all show logistics including booth preparation, setup, and completion.
- Managed town hall events in Ashburn facility for corporate communication of future products and activities.

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- Organizing and preparing materials for executive level meetings, functions, and conferences, ensuring all materials are properly compiled and delivered to all parties as appropriate
- Supported the registration tools (Cvent, etc.) and email marketing tools (Marketing Cloud, Pardot), organizing and keeping track of attendee lists/RSVPs.
- Processed invoice requisition and followed up on payments post-event.

### EDUCATION

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- Bachelors Of Science in Marketing - December 2004(George Mason University - Fairfax, VA )