

# ROBERT SMITH

## Marketing Communications Specialist

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### SUMMARY

Marketing Communications Specialist with 10 years of experience in the Manufacturing domain is seeking to acquire a challenging position in an environment where I can utilize my design, writing and project management skills to do what I do best: Develop and implement successful creative campaigns, marketing programs, and collateral materials that positively impact brand recognition.

### SKILLS

Adobe InDesign, Content Management Systems, Email Marketing, Social Media, Search Engine Marketing, Project Management, Website Management, Supervision, Inbound Marketing, Digital Marketing

### WORK EXPERIENCE

#### Marketing Communications Specialist

Karcher North America - May 2012 – Present

- In charge of both Karcher floor care and Windsor Karcher group brands.
- Optimizing and monitoring the marketing efforts including the number of leads, web traffic, and promo success.
- Planning our yearly advertising and promotions including print, online and social media advertising.
- Creating and maintaining the corporate identity standards.
- Developing templates for all North American marketing employees to use.
- Developing materials for events including annual trade show. Works booth at National Trade Show.
- Maintaining and optimizing our customer rewards program. Keeping the plan within budget.

#### Retail Sales Rep

The Hershey Company - January 2008 – May 2012

- Initiated new sales project for my team to sell baking chips in 2011, grew team sales 30% vs. Previous year.
- Set personal sales goals by defining the scope of the project and created a timeline.
- Grew sales, market share, product distribution, space allocation, in assigned accounts.
- Solicited new business to increase volume/new package distribution within the area boundaries.
- Identified customer sales opportunities and sold and executed promotions, placed equipment and sold sufficient products to address the opportunities
- Utilized point-of-purchase materials to stimulate sales.
- Generated sales by maintaining/increasing shelf facings, and cleaning shelves/rotating products

### SCHOLASTICS

- Masters Of Business Administration in Marketing - 2007 (TEXAS TECH UNIVERSITY - TECH, TEXAS, US )Bachelors Of Graphic Design in Graphic Design - (TEXAS TECH UNIVERSITY - TECH, TEXAS, US )