

Marketing Communications Specialist I

ROBERT SMITH

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Objective

Marketing Communications Specialist I with over 11 years of experience in the Manufacturing domain. Experienced in graphic design, and marketing specializing in printed media Adept at defining customer requirements and meeting their needs accurately and efficiently Public Relations professional, delivering company and product communications.

Skills

Adobe Cloud Photoshop, InDesign, Illustrator, Premiere, Dreamweaver, Flash and the Microsoft Office Suite. Knowledge, training and practical experience in Adobe Bridge, and Acrobat Pro, HTML and CSS (Macintosh and Windows platforms).

Work Experience

Marketing Communications Specialist I

Blum, Inc - August 2007 – March 2017

- Designed, developed and produced printed and digital publications for product launches, technical specifications, and marketing campaigns.
- Produced and edited copy for use in literature, press releases, websites, and advertising campaigns that align with marketing strategies.
- Lead trainer for new desktop publishing employees on corporate standards and company policies.
- Managed extensive literature items using various inventory control systems and databases.
- Project manager, editor, designer of 8 member team developing quarterly Blum speak magazine for employee and customer distribution reaching the national and international readership.
- Oversaw international corporate standards and ensured all internal and external communication meets with business objectives for the U.S. Market.
- Managed projects from planning to printing - oversaw the process for all communication products, ensured the processes have been followed with keen attention to details.

Coordinator Communications and Marketing

ABC Corp - April 2007 – April 2008

- Lead support for publicity and promotional projects, events and activities for the college including developing strategies, planning logistical details, procured materials and equipment, solicited volunteers, coordinated with internal and external partners.
- Managed the creation and display of collateral materials that adhere to brand and professional standards.
- Wrote, edited and proofread a variety of materials such as news and feature stories, marketing copies, scripts, talking points, reports and correspondences using AP style.
- Liaised and coordinated with college leaders, staff, community partners and vendors to ensure effective communication and collaboration in completing projects and meeting deadlines and quality standards.
- Conducted marketing and communication research and performance measurement through survey development, interviews, web analytics.
- Assisted the Director to identify the market segmentation and developed trend and marketing opportunity analysis reports.

- Compiled information and data on department operation and activities and generating periodic reports.

Education

Conjunction - 2012(Dale Carnegie)B.A. in Marketing - (University Of Phoenix)B.A. in Journalism - (University Of Alaska - Anchorage, AK)A.A. in Audiovisual Production Services - (Community College Of The Air Force)