

# ROBERT SMITH

## Marketing Communications Specialist (Coordinator)

[info@qwikresume.com](mailto:info@qwikresume.com) | <https://Qwikresume.com>

Proven record of driving successful outbound marketing programs with consistent company branding and messaging. Motivated Marketing Communications Specialist with 04 years experience in high growth technology companies. Results oriented with a positive team player attitude. Ability to set realistic priorities to coordinate and complete multiple projects simultaneously. Strong writer with the ability to take complex technical information and develop appropriate marketing and sales content.

### **FEBRUARY 2009 - NOVEMBER 2011**

#### **MARKETING COMMUNICATIONS SPECIALIST (COORDINATOR) - BARRACUDA NETWORKS**

- Worked with product management and product marketing to develop effective tools for the sales team and channel partners to increase their ROI.
- Created and drove partner facing communications worldwide for all lead generating promotions, product launches, and events through email blasts, direct mail campaigns, newsletters and web content.
- Created and managed content for website, datasheets, brochures, sales guides, and white papers.
- Managed the design and distribution of all collateral including layout, production, and fulfillment.
- Managed product promotions for partners that generated over \$5 million in total revenue.
- Created all outbound email and web content for regional seminars that generated \$370k in total revenue.
- Saved the company \$80k by managing the EMEA bus tour promotions across nine countries with 100 partners.

### **JULY 2007 - JANUARY 2009**

#### **MARKETING COMMUNICATIONS MANAGER - SILVER PEAK SYSTEMS**

- Ensured that the company brand and messaging was consistently communicated across all outbound marketing programs.
- Effectively managed strategic outbound lead generating programs through advertising and direct mail.
- Successfully managed national and international tradeshows, webinars, and custom events with vendors and partners.
- Researched and negotiated pricing for promotional items and cd&rsquo;s that saved the company hundreds of dollars.
- Worked with creative team to develop new flash demo to improve the company&rsquo;s homepage.

- Updated web site with new collateral, graphics, press releases, newsletters, and events.
- Effectively managed the creation of a new look and feel for the company brochure.

## **EDUCATION**

Bachelor Of Science in Marketing - January 2004 to January 2006(San Jose State University - San Jose, CA )

## **SKILLS**

Microsoft Office, HubSpot, CRM, Social Media Marketing, Marketing Communications, Marketing Strategy, Marketing Research, Marketing Automation, Written Communication, Content Creation, Content Marketing, Content Development, Analytics