

Robert Smith

Marketing Communications Specialist II

CONTACT DETAILS

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PERSONAL STATEMENT

Passionate Marketing Communications Specialist who applies a broad 14 years of experience of skills to oversee and manage multiple tasks simultaneously and successfully. Adept at taking challenges and requests head-on solely or collectively within a team. Dedication to quality relationships and building rapport. Focused on providing genuine services and work in parallel with the mission, vision, and ethics of the employer.

WORK EXPERIENCE

Marketing Communications Specialist II **B2B Software Company - May 2008 - Present**

Responsibilities:

- Developing, implementing and tracking the annual marketing communications team plan.
- Initiating and executing the first corporate internal communications plan with the editorial calendar.
- Writing new B2B marketing collateral pieces (one-sheets, white papers/resource guides, case studies/customer success stories, press releases and company newsletters).
- Planning and writing channel marketing communications content for customer and business partner portals.
- Authoring the company's first saas security document (interviewed SMEs to ensure accurate content).
- Creating the company's first web-based customer welcome kit/resource guide.
- Regularly performed industry and competitive reviews to determine trending topics.

Marketing Communications Specialist **ABC Corp - August 2004 - December 2008**

Responsibilities:

- Implemented and managed key performance indicators of email marketing programs to optimize campaigns.
- Created the corporate catalog to effectively represent the company's solutions to VARs, DMRs, and customers.
- Developed messaging for the education vertical campaign to effectively promote new cloud-based solutions.
- Created a vertical brief to effectively position the company's enterprise security solutions for the retail industry.
- Developed monthly communications for company's largest distributor to promote new products and features.
- Developed pre-show briefs for all events to ensure clear communication between marketing and the sales team.
- This is Dummy Description data, Replace with job description relevant to your current role. In case if you dont need it you can delete it.

SKILLS

Writing, Copywriting, Copy Editing, SEO, SEO Copywriting, B2B Marketing, SaaSOR Cloud-based Solution Marketing, Marketing Communications, AP Style, SEM, Blog Posting, Press Releases, Public Relations, Social Media, Facebook Advertising & Analytics, Twitter, Wordpress, HTML, PPC, Email Marketing, Media Planning, Ecommerce Video, Video Integration & Marketing, Promotions, Branding & Identity, Keyword Research & Analysis, Google Analytics, Silverpop, Google Adwords, Adobe InDesign, Photoshop, QuarkXPress, Microsoft Office Suite, Salesforce, Webmaster Tools, Yahoo Small Business Platform, YouTube, Product Reviews

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Education

BA in English - 2003(University Of Georgia - Athens, GA)