

Robert Smith

Product Marketing Consultant

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SUMMARY

Highly versatile marketer who blends experience, creativity and strategic insight to develop and execute successful marketing and lead-generation strategies. Focus is driving success through innovative practices in digital marketing, web optimization, content marketing and social media.

SKILLS

Medical Records, Microsoft Office, Customer Service, Filing, Call Center, Marketing

WORK EXPERIENCE

Product Marketing Consultant

ABC Corporation - 2008 - Present

- Managed all day-to-day practices for these databases including the creation of strategic campaign emails, email templates, creation of fields, rules, automation and drip campaigns.
- Creation and updating, creating landing pages and adding content, forms and any website related items including managing the online store.
- Responsible for multiple marketing projects and working with all departments in the organization.
- Coordinated the production of multiple product catalogs and updates each year.
- Trained customer support and sales teams on CRM processes, social media platforms, and any other additional business practices.
- Develop targeted marketing solution based on individual business needs and budgets, resulting in increased customer contact.
- Conducted marketing research to identify trends and commercial opportunities.

Marketing Communications Coordinator

ABC Corporation - 2007 - 2007

- Maintained and updated content for multiple mobile marketing association websites.
- Managed all logistics for 10 to 20 events per month occurring worldwide.
- Enforced barter agreements and advertising contracts including mediation, authoring, and "policing." authored and coordinated all advertising campaigns for publication and trade shows.
- Marketing consultant, research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign.
- A created a marketing plan with a team of five for smoke hall foods in order to launch a new line extension.
- Consulted with business owners on solutions to attract and retain customers.
- Determined growth opportunities across social media and customer review platforms.

EDUCATION

Bachelors Of Arts in Communication - (Regis University - Denver, CO)BA in integrated Marketing Communications - 2005(Simpson College)