

# Robert Smith

## Regional Marketing Director

### **CONTACT DETAILS**

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### **PERSONAL STATEMENT**

Over 7+ years of experience as a Marketing Director. Accomplished casino marketing professional and Marine Officer with experience encompassing strategic planning, creative development, media planning & buying, database /direct marketing, public relations, player development and promotions set to provide creative, innovative, enthusiastic and forward-thinking leadership in a team environment.

### **SKILLS**

Adobe Creative Suite,  
Media Buying, Aristocrat  
Casino Management  
System, Konami Casino  
Management System,  
Strategic Planning, Event  
Planning, Event  
Management, Event  
Coordination, Casino  
Marketing, and  
Leadership  
Development.

### **WORK EXPERIENCE**

#### ***Regional Marketing Director*** **ABC Corporation - July 2014 - Present**

##### *Responsibilities:*

- Developing and implementing a strategic marketing plan consisting of advertising, promotions, events, public relations, player loyalty program and merchandising for the casino.
- Coordinating all media strategies as well as provide creative ideas for monthly gaming promotions to generate revenue.
- Responsible for managing the coordination of all special events for each casino department and handling all customer service issues related to the event.
- Responsible for developing and implementing a casino marketing program, as well as long-term promotions for the continued development of a solid player customer base.
- Coordinating the design, development, implementation, and post-event or promotion evaluation of all special events and promotions.
- Facilitating the flow of information by organizing and presiding over regularly scheduled departmental meetings.
- Maintaining appropriate staffing levels; reviews and approves selections of applicants recommended by marketing staffs.

### **LANGUAGES**

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

### **INTERESTS**

Climbing  
Snowboarding  
Cooking  
Reading

#### ***Marketing Director*** **ABC Corporation - January 2012 - June 2014**

##### *Responsibilities:*

- Coordinate all media strategies as well as provide creative ideas for monthly gaming promotions to generate revenue.
- Responsible for managing the coordination of all special events for each casino department and handling all customer service issues related to the event.
- Responsible for developing and implementing a casino players club marketing program, as well as long-term promotions for the development of a solid player customer base.
- Led the development and implementation of an annual marketing plan that resulted in increased player loyalty and overall gaming revenue by 12% drove the development and implementation of media strategies that resulted in improved and focused brand recognition and increase in player loyalty.
- Redesigned casino online footprint by redesigning the website and

### **REFERENCES**

Reference - 1 (Company  
Name)  
Reference - 2 (Company  
Name)

social media platforms to be more relevant and synchronize with brand recognition.

- Directed and created a master copy of all advertising in the house to include graphic, television and radio productions with limited department staff.
- Created casino promotions that resulted in increase average daily play by 14% without utilizing outside promotion development companies directed the development and coordination of major concerts/events that drove increased brand recognition, player development, and increased casino gaming.

## Education

Diploma- 2013(Konami Casino Management Systems)General Studies/Business Administration - 1997(Hawaii Pacific University)HS-(Flour Bluff High School - Corpus Christi, TX)