

# ROBERT SMITH

## Marketing Engineer

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Integrity and results-driven Marketing Engineer professional with a high focus in leadership and Lean Manufacturing. Extensive experience in Electronic Manufacturing and the development of high-quality products in both the military and commercial industries. Motivated leader with accomplishments of driving increased profitability, quality, throughput, and exceeding customer expectations. Able to drive change and develop teams with successful outcomes enabling competitive edges.

## EXPERIENCE

### Marketing Engineer

#### ABC Corporation - AUGUST 1995 - APRIL 2003

- Experienced with radio frequency (RF) microwave components with handsets from the antenna to baseband circuitry including Up and Downconverters, LNA and Power amplifiers, duplexers, mixers.
- Responsible for developing product introductions and datasheets promoting through press releases, advertisements, tradeshow, and company website.
- Negotiated customer contracts, terms and conditions, specifications, pricing, and RFQs Manage internal product development by coordinating customer input, market analysis, and internal personnel.
- Managed external sales force and provide technical training.
- Responsible for technical customer interface and customer presentations.
- Enhanced sales representative effectiveness by providing technical and financial advice for complex climate control equipment.
- Developed an integrated system to analyze sales representatives effectiveness in their respective regions.

### Marketing Engineer

#### Delta Corporation - 1990 - 1995

- Create content for internal and external blogs (PR and Publication) Manage all social media accounts as per social media action plan to promote .
- Category product manager for Controls, Motors, and Chemicals.
- Developed engineering products and services and developed business competitive advantage.
- Supported the generation of over \$150M in total revenue.
- Saved utility customers over \$1M dollars annually and substantial uranium fuel usage.
- Create content for internal and external blogs (PR and Publication) Manage all social media accounts as per social media action plan to promote .
- Overlooked supply of materials to the plant and saw through the

processing in each step of steel fabrication.

## **EDUCATION**

- Bachelor's Of Science In Business

## **SKILLS**

Planning Skills, Developing Skills.