ROBERT SMITH

Strategic Marketing Intern

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

11+ years of experience as a Marketing Intern. Graduate with independent work habits, an analytical mindset, and the versatility to resolve multifaceted issues despite the challenges of changing priorities, imminent deadlines, and differing team agendas.

CORE COMPETENCIES

Social Media, Mac OS, Windows Internet Technology, Content Management Software, Website Traffic Analytics, MS Office, Adobe Photoshop, iMovie, Final Cut Pro Video, & Broadcast Technology.

PROFESSIONAL EXPERIENCE

Strategic Marketing Intern

ABC Corporation - August 2016 – Present

Key Deliverables:

- Implementing each propertys marketing support materials, coordinating any advertising opportunities and assisting with property special events.
- Working in conjunction with all property departments and facilitates all collateral requests between each of the property departments and the graphic design team.
- Responsible for the production, delivery, and implementation of all property collateral for the plaza hotel & casino.
- Overseeing any entertainment marketing opportunities including possible partnerships between timeshares, ticket brokers and other wholesale companies.
- Assisting with the planning and coordination of any special events the plaza hotel & casino.
- Effectively managing the interactive agency relationship and ensures the agency is briefed on all activities and approval processes.
- Assisting with any media buying or advertising placement for the plaza hotel & casino.

Founder/Editor

ABC Corporation - May 2008 – July 2016

Key Deliverables:

- Created the lifestyle/pop culture website and managed a staff of writers as the editor in chief.
- Took on the tasks of multiple production roles - host, photographer, editor, etc.
- Lead the initiative and efforts of the brand becoming an accredited media outlet.
- Designed, developed, and maintained corporate websites and marketing materials.
- Developed documentation standards and managed documentation archives.
- Designed and created documents using Excel or Access to import and export economic data.
- Scheduled meetings with different department staffs.

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EDUCATION

- Bachelor Of Arts in Communication - (Kean University - Union, NJ)Associate Of Science in Liberal Studies - (Union County College - Cranford, NJ)Beginning Masters Program in I/O Psychology August 2015 - ()

2259 Oak Street, Old Forge, New York, 13420
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