Marketing Liaison II

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Objective

Tech-savvy Marketing Liaison II with 15 years of experience focusing on print production and website content management driving efficiency and quality. Significant knowledge and experience with Adobe InDesign and Photoshop. Strong work ethic with an eye for detail and the ability to multitask projects and meet deadlines.

Skills

Adobe InDesign, Adobe Photoshop, Microsoft Excel, Microsoft Word, Dropbox And Social Media Platforms Such As Facebook, Instagram And Linkedin

Work Experience

Marketing Liaison II

Seawide Distribution - 2006 – 2018

- Performed wide-ranging functions spanning graphic design, print coordination, website content management, e-commerce support and other marketing-related duties.
- Diligently compiled content for Seawide’s annual catalog of over 450 pages and coordinated with over 50 vendors regarding catalog submissions.
- Increased catalog efficiency by implementing design merge third-party plugin to automatically update item pricing and descriptions.
- From a small, local printer to an online global printing service, eliminating the cost of a third party shipper, streamlining operations.
- Proofed process allowing catalog work to be performed across multiple offices at Seawide concurrently.
- Created business cards for the management team using Adobe InDesign.
- Maintained the quality of item images featured on the Seawide website.

Marketing Liaison

ABC Corp - 2003 – 2006

- Responsible for all marketing and customer relationship activities.
- Planned and coordinated the implementation of a strategic marketing plan to achieve growth and new market penetration.
- Established and maintained the positive working relationships with current and potential referral and payer sources.
- Maintained the comprehensive working knowledge in the field of marketing and shares information with appropriate organization personnel.
- Assisted in planning all marketing events highlighting agency services and/or providing community education.
- Employed marketing and promotional strategies and initiatives to achieve budgetary volume projections.
- Developed brochures or other print or electronic marketing material and collateral.

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Education

Post Graduate Certificate in Multimedia Technology - December 2001(New York University - New York, NY)Bachelor Of Arts in Health Policy And Management - June 1999(Providence College - Providence, RI)

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