

Robert Smith

Strategic Marketing Manager

CONTACT DETAILS

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PERSONAL STATEMENT

9+ years of experience as a Marketing Manager. An extremely versatile marketing professional with expertise in crafting strategies and executing effective and creative integrated marketing programs. Influential and communicative with the ability to assess situations through multiple stakeholder lenses to identify areas of synergies and drive execution.

SKILLS

Word, Excel, PowerPoint, And Outlook And Highly Skilled In Social Media Platforms. Expertise In Google Analytics, Basecamp, Salesforce, Marketing Cloud, SharePoint, And Falcon.

WORK EXPERIENCE

Strategic Marketing Manager

ABC Corporation - January 2013 - Present

Responsibilities:

- Managing the execution of always-on, digitally integrated 360-degree marketing campaigns for both b2b and b2c channels including but not limited to product launches, dollar and percentage-off promotions, email marketing, online advertising, landing page optimization, content marketing, social media marketing, direct mail, and print marketing.
- Alongside Marketing Director, developing marketing strategies used to drive yearly integrated marketing plans based on benchmarking, market segmentation, market research, user behavior analysis, and web analytics.
- Ensuring marketing initiatives strategies and goals align with positive user experience while driving ROI to contribute to year-over-year sales growth.
- Managing marketing production/communication team to ensure the strategy, goals, and deliverables of each initiative are executed and sustainable.
- Communicate upcoming marketing initiatives with internal and external sales and business development teams to ensure cross-functional departments are informed of campaign goals and strategies.
- Reporting campaign performance and ROI as well as submit key learnings and future recommendations to senior stakeholders.
- Planning, organizing and setting up exhibits for trade shows, conventions, and other sales-related functions.

LANGUAGES

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

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

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

Marketing Specialist

ABC Corporation - September 2010 - January 2013

Responsibilities:

- Contiki we helped ideate and coordinate the execution and reporting of all integrated b2b and b2c marketing initiatives.
- Executed all contest, sweepstake, and brand partnership marketing initiatives.
- Executed all offline and some digital media buys including out-of-home, traditional and internet radio, and print.
- Created copy for all integrated marketing initiatives including but not limited to emails, digital display ads, social media, landing pages, blog articles, out-of-home media, and surveys.
- Executed all dollar and percentage-off promotions from creation to

cross-functional dissemination, to reporting ROI, and future recommendations.

- Oversaw us brochure production including regionalizing copy, photo selection, editing, product proofing, and product launch campaigns.
- Attended tradeshow, campuses, and young professional events to represent the Contiki brand and inform direct and trade audiences of the benefits of Contiki.

Education

Bachelor Of Science in Business Administration - (California State University)HS- 1999(Westminster Senior High School - Westminster, MD)Diploma - 2004(JD Darnell High School - Geneseo, IL)