

Robert Smith

Marketing Operations Specialist

CONTACT DETAILS

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PERSONAL STATEMENT

Experienced Marketing Operations Specialist professional with over ten years of industry experience driving revenue and building consumer product brands. The proven track record for creating innovative new products, enhancing product positioning, and improving profitability. Expert use of market research and data analysis for quick and direct decision-making. Effective and targeted communication with cross-functional teams to achieve increased business-driven results.

SKILLS

Musician, Marketing.

LANGUAGES

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

WORK EXPERIENCE

Marketing Operations Specialist

ABC Corporation - August 2006 - June 2008

Responsibilities:

- Ensured proper paperwork and forms are completed and submitted as required to initiate projects, including procurement and supply chain requests.
- Analyzed brand(s) performance using multiple data sources including Nielsen and customer point-of-sale data.
- Tracked brand(s) spending versus forecast at month end to ensure spending aligns with expected expenses.
- Reviewed and verified invoices for correct dollar amounts and account codes. Review tracking with brand manager(s) at close of each month.
- Worked primarily in Marketo(marketing automation platform) creating campaigns for various types of marketing events and programs.
- Developed and implemented of email communications, contact segments, landing pages, and forms.
- Engaged with marketing managers on campaign requirements, campaign strategy, and how to best execute campaigns on their behalf.

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

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

Marketing Operations Specialist

Delta Corporation - 2003 - 2006

Responsibilities:

- Marketing functions included creating, publishing and distributing marketing e-newsletters (in HTML format) to prospective clients in the Consulting .
- Created multiple e-newsletters each day, including design layout, coordinating with editors, and key stakeholders to achieve strategic purpose.
- E-newsletters were the primary marketing tool for generating revenue for the company.
- Analyzed weekly data reports for the VP of Marketing, explaining impact of results for the e-newsletters, and recommended suggested improvements to .
- Delegated the distribution of daily AIW fax SRS cases to 4 employees.
- Managed audit items in FLOW and SharePoint systems.
- Assures the timely recording of payments then transmit for proper processing in AIW and new business insurance.

Education

BS