ROBERT SMITH

Sr. Marketing Services Manager

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SUMMARY

A Resourceful, Results oriented Sales Growth, New Business Development & Customer Retention professional with extensive Leadership experience that crosses multiple industries. An accomplished leader recognized for promoting cross-functional teamwork, motivating and developing people while meeting or exceeding company growth objectives.

CORE COMPETENCIES

Adobe Design Suite, Microsoft Office, Hootsuite, Shortstack, HTML, Tailwind, Spredfast.

PROFESSIONAL EXPERIENCE

Sr. Marketing Services Manager

ABC Corporation - November 2002 – January 2004

Key Deliverables:

- Managed the sourcing and supplier relationships, devising and implementing highly effective marketing and promotional strategies that enhanced the profile of service programs.
- Established and managed solid business relationships with service providers and merged strong negotiating and proven critical thinking skills to perform successful contract management and rate negotiations.
- Collaborated with a variety of cross-functional teams including Marketing, Operations, Customer Service, and Sales.
- Identified new opportunities for growth through new product features, new marketing partners, creative marketing campaigns, and online campaigns.
- Monitored competitor performance and industry trends to support business planning and successful marketing of credit card rewards, mobile phones, long-distance telephone plans, and health care discount programs.
- Developed and administered the marketing and promotions budget, utilizing the highest levels of cost-effectiveness in all business generation programs.
- Managed the hiring, training and development of staff.

Marketing Services Manager

Delta Corporation - 1998 – 2002

Key Deliverables:

- Coordination of all department writing, scheduling and work with supplier and associate companies.
- Budget coordination, advertising, media, public relations, printing, production, and training programs.
- Provide information regarding industry sales, inventories, trends, product positioning, product releases and other market intelligence.

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- Developed and implemented strategies to up sell and cross-sell retail products to customers.
- OVERVIEW Manager of Intake Analysts and Traffic Coordinators for the Marketing Department.
- The department is responsible for receiving, tracking and managing all projects involving the Marketing area.
- Build new job function and team to manage the intake of Marketing requests from across the corporation Implement new software for project tracking.

EDUCATION

- Master of Business Administration in Business Administration - (University of New Mexico - Albuquerque, NM)

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