

Marketing Specialist

ROBERT SMITH

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Objective

An exciting and challenging position in sales or management that will allow me succeed and advance, while using my experience and outstanding sales, management, public relations, and leadership skills to achieve my career and personal goals for my company and myself while enjoying what I do and helping clients grow their businesses.

Skills

Google Adwords, Salesforce, Google Analytics, Social Media Marketing, Social Networking, Management, Marketing Strategy, Marketing Research, Digital Marketing

Work Experience

Marketing Specialist

ABC Corporation - August 2011 - Present

- Create local brand management strategies for each customer while helping them get noticed in the community with the best choice of my products to achieve our goals within their budgets.
- As sales manager lead and develop the account executives to drive revenue.
- Assist account executives in promoting yp products by ensuring the availability of appropriate sales tools, techniques and facilitate timely, effective communication.
- Engage and maintain relations with customers and resolve customer concerns.
- Formulate, recommend and implement plans to protect and increase annual company revenue.
- Assist in the execution of strategic marketing plans designed to drive growth and retention and overall revenue for the business in support of the marketing strategy.
- Managed online asset library and adapted marketing materials to fit various specifications as needed.

Sales And Leasing Consultant

ABC Corporation - February 2011 - August 2011

- Our guests are treated as we would treat guests in our own homes and are assisted by myself by helping them determine what is important to them and what vehicle they are interested in- if they dont already know.
- Bring the chosen vehicle up to the front for the guest and we test drive the vehicle with customer(s) after i demonstrate the features and benefits.
- Answer the questions they may have and assist them in every aspect of buying an automobile.
- Customers advocate and go to bat for them in order to make the buying experience as smooth and enjoyable as possible.
- After we agree on numbers the finance manager is introduced to my guests and he takes over the title, finance, and insurance part of the sale.
- When that is wrapped up i deliver the vehicle by going thru each and every feature, from setting up the blue tooth to explaining the navigation system and how to work all the features, big or small.

- Pride myself in having the ability to adapt to different people and situations each and every time a guest walks thru our doors.

Education

Marketing - 1996(Palm Beach College - Boca Raton, FL)