

WILLIAM PEREZ

Marketing Support Coordinator

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www.qwikresume.com



PROFESSIONAL SUMMARY

Ambitious marketing support coordinator with two years of experience driving effective marketing initiatives and optimizing team workflows. Adept at managing event logistics, supporting digital campaigns, and maintaining comprehensive databases. Eager to apply my strong organizational skills and creative problem-solving abilities to enhance marketing strategies and contribute to team achievements.

WORK EXPERIENCE

Marketing Support Coordinator Apr / 2024-Ongoing
WidgetWorks Inc. Denver, CO

- Managed and updated franchiser's web and social media platforms to enhance online presence.
- Maintained marketing databases, ensuring accurate and up-to-date information.
- Coordinated public relations initiatives, including marketing events, CE classes, and networking opportunities.
- Executed newsletter and e-blast campaigns, ensuring timely delivery and engagement.
- Maintained key account lists, conducting research to meet critical deadlines.
- Oversaw brand coordination, including advertisement placements and performance tracking.
- Managed sales and marketing materials, ensuring availability for team use.

Marketing Support Coordinator Apr / 2023-Apr / 2024
Cactus Creek Solutions Phoenix, AZ

- Provided phone and email support to end users, resolving system issues in collaboration with IT.
- Coordinated Business After Hours events to enhance community engagement.
- Maintained contact and retention efforts for potential and current members.
- Promoted to Marketing Support Coordinator in May 2016 for exceptional performance.
- Assisted the Marketing Manager with sales support, managing calendars and tracking ROI.

EDUCATION

Bachelor of Arts in Marketing Apr / 2022-Apr / 2023
University of California, San Diego Phoenix, AZ

Focused on marketing strategies, consumer behavior, and digital marketing techniques.

SKILLS

- Social Media Strategy
- Campaign Management
- Influencer Outreach
- Brand Strategy
- Visual Communication

INTERESTS

- Home Brewing
- Wildlife Conservation
- Running
- Public Speaking

STRENGTHS

- Willingness
- Wisdom
- Zeal
- Ingenuity

LANGUAGES

- English
- French
- Mandarin

ACHIEVEMENTS

- Increased social media engagement by 30% through strategic content planning.
- Coordinated 5 successful marketing events, enhancing brand visibility and client interaction.