

Marketing Trainee

ROBERT SMITH

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Objective

Comprehensive experience in sales management and product line management, including profit/loss responsibility, product development, and international marketing. Performance metrics in the current role reflect 8%+ ROS improvement. Develop marketing communications and collateral plan for the entire product portfolio for the global marketplace.

Skills

Microsoft Office, Photoshop, Spss, Analytics, Communications.

Work Experience

Marketing Trainee

ABC Corporation - December 2011 - April 2012

- Proposed Marketing strategy to expand the youth market.
- Formed strategic partnership with local and international schools in the City.
- Conducted market research to analyze competitors and evaluate market penetration.
- Provided effective, doable marketing leads for the sales team and help to grow the business.
- Assessed and Conducted benchmarks for training courses.
- Assisted and Organized publicity events.
- Developed and Suggested creative ideas for promotional materials.

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Delta Corporation - 2010 - 2011

- Budapest, Hungary to LOreal Hungary Kft.
- Worked in the Marketing Trainee program for WESCO, an electrical distribution company.
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- Organized trade shows with budget over \$150,000 Performed post-show evaluation and follow-up.
- Quality Trainee Implemented ISO 9002 standards Coordinated work groups to define departments major tasks Created standards based on work groups .
- Worked as a trainee to encourage prospective customers to open bank accounts in the banks newly opened branch.
- Internship where I could act in the business and marketing areas of a company from Destination Hotels group, with national and international .

Education

MBA in Data Analytics & International Business - August 2016(Missouri State University - Springfield, MO)