

# ROBERT SMITH

## Marketing Trainee

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

### SUMMARY

Seeking a position as a marketing/advertising employee, in a multinational company, that would benefit from fresh ideas, skills, and marketing knowledge that learnt through education and work experiences.

### CORE COMPETENCIES

Account Management, Microsoft Office, Marketing.

### PROFESSIONAL EXPERIENCE

#### Marketing Trainee

**ABC Corporation - June 2014 – June 2014**

##### Key Deliverables:

- Surveyed 500 respondents and analyzed responses by using SPSS.
- Planning and administering On-the-line Media.
- Participated in training activities in pricing, customer service, supply for convenience stores, and lubricants.
- Program involved on-the-job training and problem-based activities as methodologies for market analysis.
- Special interest in merchandising strategies for c-stores based on research of local markets.
- Assist in grassroots marketing efforts to help build Soccer.coms database.
- In addition to managing promotions, conducting and compiling focus group information, and report fan-based &quot;marketing intelligence&quot; gained from these.

#### Marketing Trainee

**Delta Corporation - 2011 – 2014**

##### Key Deliverables:

- Participated on training activities in pricing, customer service, supply for convenience stores and lubricants.
- The program involved on-the-job training and problem-based activities as methodologies for market analysis.
- Special interest in merchandising strategies for c-stores based on research of local markets.
- Assist in grassroots marketing efforts to help build Soccer.coms database.
- In addition to managing promotions, conducting and compiling focus group information and report fan-based &quot;marketing intelligence&quot; gained from these .
- Retail experience assisting with companys onsite retail program at select events throughout the year.
- Avon / Taipei, Taiwan Familiarized with Taiwans nutrition market and developed new products including vitamin B complex, vitamin D and water .

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### EDUCATION

- Bachelor of Business Administration in Marketing - (The American University in Cairo)