

ROBERT SMITH

Marketing Trainee

E-mail: info@qwikresumc.com

Phone: (0123)-456-789

SUMMARY

Marketing professional with 9 years of diverse experience, both in the market and regional positions within the Pet Food industry. Experience working with cross-functional teams, market analysis, and profit/loss impact. Dedicated, self-motivated, and driven by results. Proven record of adapting successfully to changing business climates and collaborative team player. Currently pursuing MBA.

SKILLS

Marketing Strategy. Product Development. Promotion And Events' Coordinator. Digital Strategy.

WORK EXPERIENCE

Marketing Trainee

ABC Corporation - July 2007 – June 2009

- Decision-making and coordinating communication / promotional activities for various brands.
- Supported region-wide product launches for the brand.
- Participated in plan settings, presentations to both internal team and key clients, as well as media and communication plans.
- All of which resulted in strong market share gain and base for continuous growth.
- Led nationwide promotions for the DOG CHOW brand, resulting in improved market share.
- Trained both internal and external partners on NPP Segmentation studies and brand strategy.
- Training created a better understanding of the overall category and its trends.

Marketing Trainee

Delta Corporation - 2004 – 2007

- Managed a Business Model Development for a new division on Food Safety.
- Assessed market research about more than four hundred future potential customers.
- Customer engagements under the supervision of a Project Manager.
- Created new tools to get important information, e-mail addresses, to contact future clients.
- Went around to different whole sale stores selling multiple items to customers there.
- This Job involved a lot of communication skills and stepping outside your comfort zone to speak to random people.
- We had to meet a certain amount of sold items each week.

SCHOLASTICS

- MBA in Student - March 2016(John Brown University - Siloam Springs, AR)