

ROBERT SMITH

Marketing Trainee

info@qwikresume.com | [LinkedIn Profile](#) | [Qwikresume.com](#)

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 plans for the entire product portfolio for the global marketplace.

EXPERIENCE

Marketing Trainee

ABC Corporation - FEBRUARY 2014 - JUNE 2015

- Provided marketing support to luxury manufacturers and distributors of specialty perfumes, including working on customer loyalty programs.
- Coordinating retention strategies for new product launches.
- Contributed customer insight data to marketing and brand management plan, by visiting more than 35 stores per month that led to 5% year-on-year growth.
- Trained and managed up to five sales professionals to execute product demonstrations and sales promotions that routinely increased in-store sales by 3%-4%.
- Developed comprehensive competitor analyses template and dashboard including, advertising spend, product line depth, and market penetration for three major regional competitors, by conducting primary and secondary market research.
- Presented case studies on consumer and buyer behavior for international brands to identify appropriate business models for international markets.
- Created the new business model for new "modest fashion clothing" product line category expansion working closely with the product launch team to introduce the brand in three new markets.

Marketing Trainee

Delta Corporation - 2009 - 2014

- Manage Advertising Media Study Inventory Flow Create and Manage Customer Database Customer Service Responsibilities.
- Assisted in conducting customer survey, inputting data, and analyzing.
- Managed BIGs social media account.
- Researched market potential of electric vehicles in Thailand.
- Designed communication tools for medical visit, consumer advertisements, and salesforce product trainings Coordinated La Roche-Posays commercial .
- Contributed within marketing department for Brazilian operations of

German automobile manufacturer.

- Participated in sales planning and market analysis efforts.

EDUCATION

- Master of Business Administration in Business Administration - (TEMPLE UNIVERSITY, Fox School of Business - Philadelphia, PA)

SKILLS

Microsoft Office, Microsoft Outlook, Portuguese, Spanish.