

Robert Smith

Marketing Trainee

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SUMMARY

Seeks to attain a most challenging position addressing the needs of inner-city youth through community outreach and diverse avenues of communication.

SKILLS

Social Media Management, Talent Acquisition, Content Sourcing.

WORK EXPERIENCE

Marketing Trainee

ABC Corporation - February 2014 - June 2015

- Operational execution of special operations.
- Interact effectively with other departments (commercial, finance, supply chain, merchandising, education) to support marketing objectives.
- Support Account Marketing Activities across EMEA, main collaborations with strategic retailers and key accounts - Coops and Mail orders.
- Collaborate with the Digital Marketing Team to deliver the best service for the digital retailers and strategic accounts in EMEA.
- Monitor the online initiatives developed by the digital team for the strategic European accounts, partnering with the local offices to ensure global alignment.
- Analyze POP material requests by country and season to have detailed information regarding the brand tools at the point of sale.
- Support developing new POP material / soft shops to elevate the in-store brand presentation in the strategic accounts

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Delta Corporation - 2009 - 2014

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EDUCATION

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