

CHARLOTTE HARRIS

Marketing & Promotions Assistant

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PROFESSIONAL SUMMARY

Accomplished Marketing & Promotions Assistant with 7 years of experience in executing targeted promotional campaigns and managing event logistics. Proven track record in enhancing brand visibility through strategic marketing initiatives and community engagement. Passionate about leveraging innovative strategies to create impactful experiences that resonate with diverse audiences.

WORK EXPERIENCE

Marketing & Promotions Assistant

📅 Feb / 2020-Ongoing
📍 Santa Monica, CA

Seaside Innovations

1. Developed and managed promotional schedules, collaborating closely with sales teams to optimize campaign effectiveness.
2. Produced detailed meeting notes and recaps from weekly programming and promotions meetings.
3. Maintained a comprehensive master calendar for all station events, ensuring timely communication of updates.
4. Coordinated with sales personnel to gather all necessary materials ahead of promotional launches.
5. Crafted engaging broadcast and online contest copy, overseeing the execution of contests.
6. Led the training and scheduling of the Street Team, enhancing event presence.
7. Actively participated in station events, managing set-up and ensuring brand visibility at all times.

Promotions Assistant

📅 Feb / 2018-Feb / 2020
📍 Phoenix, AZ

Cactus Creek Solutions

1. Coordinated approximately 8-10 major events, including the "Old Soul Party" and "Chocolate Affair," ensuring successful execution.
2. Maintained daily logs for contests and prizes, making follow-up calls to ensure project accuracy.
3. Updated and organized itineraries to meet client needs effectively.
4. Wrote compelling public service announcements to promote local events, enhancing community awareness.
5. Contributed informative blog posts to the 93.7 WBLK website, keeping the community informed about local happenings.
6. Collaborated with local businesses to enhance promotional partnerships and event reach.

EDUCATION

Bachelor of Arts in Marketing

📅 Feb / 2016-Feb / 2018
📍 Phoenix, AZ

University of California

Focused on marketing strategies, consumer behavior, and promotional techniques.

SKILLS



ACHIEVEMENTS

- 🌟 Increased event attendance by 30% through targeted marketing strategies.
- 🌟 Successfully managed logistics for over 50 promotional events, ensuring seamless execution.
- 🌟 Developed engaging promotional materials that boosted brand visibility by 25%.