Robert Smith

Regional Marketing Manager III

CONTACT DETAILS

1737 Marshville Road, Alabama
(123)-456-7899
info@qwikresume.com
www.qwikresume.com

PERSONAL STATEMENT

Results-driven, innovative Regional Marketing Manager III, specializing in strategic planning, branding, communication, and public relations. Extensive experience designing and delivering creative programs and solutions in both business to business and business to consumer space. An essential team member that enhances client relationships, builds a business, and fosters employee engagement. Excellent management and cross line of business collaboration abilities.

WORK EXPERIENCE

Regional Marketing Manager III

ABC Corporation - 1998 – 2014

Responsibilities:

- Planned and executed local and national marketing initiatives to drive revenue for $4.5 billion franchise, including 1,500 employees, five primary lines of business, and 90 retail branch locations.
- An integral member of two senior management teams, utilizing consultation and collaboration.
- Effectively managed $700,000 marketing budget with no variances in order to efficiently create and execute local promotions, sponsorships, and market strategies, including Business 2 Consumer and Business 2 Business initiatives (i.e.
- direct mail, print, radio, television, outdoor, digital, social media, on-site events, merchandising, etc.).
- Organized activities that enhanced client, prospect, shareholder, and government relationships for business development purposes.
- Showcased business expertise and capabilities by hosting educational forums for clients, prospects, and referral sources.
- Hosted platinum events, designed to delight guests, build a brand and exceed the line of business revenue goals.

Regional Marketing Manager

ABC Corporation - 1993 – 1998

Responsibilities:

- Created and executed aggressive sales and marketing solutions to drive client growth and expand the TN, NC, VA & CA markets.
- Negotiated client budgets, project timelines & finial agreements to produce a 57% growth in annual revenue.
- Negotiated with outside vendors for the best quality & pricing.
- Promoted the agency at public relations events, trade shows, & public speaking events.
- Partnered with graphic designers to create client promotional campaigns.
- Designed & executed email & marketing communications to clients & prospective clients to increase participation in key promotions and events.
- This is Dummy Description data, Replace with job description relevant

SKILLS

Creative Marketing Solutions, Marketing, Communication, Marketing Strategy, Advertising, Sponsorship Management.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference – 1 (Company Name)
Reference – 2 (Company Name)

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to your current role.

Education

B.A. in Communication - 1991 (Canisius College)

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