

ROBERT SMITH

Senior Marketing Manager Associate

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Accomplished Relationship Manager and Financial Services professional with a strategic focus, strong interpersonal skills and unyielding passion for the customer experience. Proven ability to develop collaborative approaches to solving problems, through effective solutions that impact the bottom line while ensuring customer satisfaction. Successful track record in operations management, project/process management and developing people.

2006 - 2009

SENIOR MARKETING MANAGER ASSOCIATE - ABC CORPORATION

- Managed the overall in-store execution of credit card acquisition programs across the Kroger enterprise.
- Developed division relationships within Kroger and trained key division personnel on the credit card business and the acquisition process for the stores.
- Created supporting job aids and training documentation.
- Managed the merchandising for Kroger Personal Finance -financial services brochures and signage in stores for the enterprise.
- Recognized for the business to expand quickly a reliable management tool was needed to merchandise 2000+ stores with varied check lane configurations coupled with legal restrictions by state of what financial products could be sold in a given location.
- Created a planogram merchandising database which allowed the team to drill down to the store level.
- Combined data including fixtures per store, configurations, location detail, financial product restrictions.

2001 - 2006

SENIOR MARKETING MANAGER - ABC CORPORATION

- The first and lead executive responsible for developing and driving the marketing strategy for Deloitte's Think Tanks in Banking and Financial Services.
- Primary Responsibilities Led all aspects of marketing and business development for the Deloitte Think Tanks with a special focus on leveraging thought leadership, research, and events to raise Deloitte's brand perception in the financial services sector.
- Developed and managed the execution on all integrated marketing campaigns including the Centers communication programs, thought leadership development and commercialization, advertising, client events, web strategy and lead generation initiatives to support awareness of the Think Tanks core competencies and strategic capabilities nationally.
- Executed monthly programs focused on select platform issues in risk and IT,

regulatory compliance, growth, and cost management and geared them toward client education, relationship building, and revenue growth.

- Significant Accomplishments Increased firm visibility in target markets with successful media and advertising program.
- Helped establish Deloitte's banking media coverage on risk and regulatory topics as #1 among its accounting and consulting peers by a factor of nearly three to one.
- Received Applause Awards annually for operational excellence and quality work provided in increasing Deloitte's eminence and profile within the risk and regulatory arena..

EDUCATION

BS in Finance - (Miami University - Oxford, OH)

SKILLS

Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft PowerPoint.