

# CURT GIBSON

MARKETING CONSULTANT • SEATTLE, WA 98112, UNITED STATES • (206) 408-8478

## • DETAILS •

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United States  
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## • SKILLS •

- Strong Analytical Thinking Skills**
- Marketing Tools and Strategies**
- Interpersonal Communication Skills**
- Commercial Awareness**
- Innovation and Problem Solving**
- Budget Management**

## • PROFILE

Passionate and experienced Marketing Consultant with several years of experience providing strategic and practical advice to achieve company marketing efforts. Adept in understanding company profiles and operations to successfully carry out marketing plans. Bringing forth years of valuable industry experience and expertise in identifying and implementing the most effective marketing methods and tools to achieve success. Equipped with a diverse and promising skill-set, conducive to adhering to marketing principles and best practices.

## • EMPLOYMENT HISTORY

- **Marketing Consultant at JJ Cole, Seattle**  
May 2012 — September 2019
  - Prepared detailed and well thought out proposals and marketing plans.
  - Advised on branding, communication techniques, and other relevant marketing issues.
  - Conducted marketing research to accurately identify industry trends and business opportunities.
  - Directed marketing projects and studied results.
  - Wrote and delivered quarterly reports with ideas for improvements and initiatives.
- **Marketing Consultant at D&C Inc. , Seattle**  
April 2009 — April 2012
  - Effectively supported data driven marketing and sales activities.
  - Monitored and evaluated the ads performance sector.
  - Leveraged my creativity to identify new ways to increase online presence and advertising efficacy.
  - Collaborated with team members to drive results.
- **Market Research Analyst at Pepsi, Pepsi Inc.**  
June 2010 — March 2012
  - Effectively analyzed market trends to determine important information about competition, customers, and future business opportunities.
  - Developed and implemented a strong market model to regularly evaluate market movement and trends.
  - Brought forth a strong and useful understanding of economic, financial, and marketing concepts and strategies.

## • EDUCATION

- **M.B.A, Wake Forest University, Seattle**  
August 2008 — May 2010
- **Bachelor of Communications, Washington State University, Seattle**  
August 2004 — May 2008

## • REFERENCES

- **Linda Hamilton from Pepsi**  
[lhamilton@pepsiseattle.org](mailto:lhamilton@pepsiseattle.org) 206-777-5337
- **Chris Feronski from D&C Inc.**  
[feronski@dcinc.org](mailto:feronski@dcinc.org) 206-593-3847