

Robert Smith

Senior Marketing Strategist

CONTACT DETAILS

1737 Marshville Road,
Alabama
(123)-456-7899
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SKILLS

Microsoft Office Suite,
Adobe Photoshop,
Entourage, And Cvent

LANGUAGES

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

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference - 1 (Company Name)
Reference - 2 (Company Name)

PERSONAL STATEMENT

Highly accomplished, innovative, of results-driven Senior Marketing Strategist with proven success in strategically combining sales growth objectives with forward-thinking marketing strategies. Twenty years expertise in branding, marketing, communications, public relations, media, and mapping the customer journey experience, with a focus on operations and sales goals utilizing an ROI-based measurement approach.

WORK EXPERIENCE

Senior Marketing Strategist

Jock Hall The Agency - August 2010 - May 2012

Responsibilities:

- Acted as Marketing Strategist of a boutique marketing company in New York City servicing new brand ventures in consumer beauty products, tv/blog personalities, and fashion brands.
- Established census track data to build a solid profile of clients target markets.
- Studied target audience through data statistics platform educating internal staff on all media of interest to the clients the target customer.
- Suggested the pertinent social media platforms and online print publications apply lead generation tactics.
- Maintained detailed database of clients key competitors, company profiles, web footprint, b2b vendor relations and customer feedback threads to support our marketing strategies.
- Conceptualized acquisition value marketing strategies to effectively convey impact on adopter categories to achieve clients bottom line.
- Suggested benefit segmentation categories, clustering opportunities and consumer behavior analysis to brand managers.

Marketing Specialist

Nasa Headquarters - October 2005 - August 2010

Responsibilities:

- Developed and managed an editorial calendar of forward-thinking content for all channels.
- Collaborated with internal subject matter experts to develop value-added content.
- Managed, developed and implemented the comprehensive marketing strategies for all the social media platforms including but not limited to Facebook, Twitter, Google+, Yelp, etc.
- Monitored online review platforms and recommended the response strategies on behalf of the credit union.
- Reported all online reviews to management monthly.
- Wrote clear, concise copy for and provided direction to internal stakeholders of all position levels delineating details of promotional, marketing and other initiatives.
- Worked with marketing leadership to establish, implemented and evaluated short and long-range goals, objectives and priorities for the

credit unions marketing presence.

Education

Bachelor of Applied Science in Advertising And Marketing - 2005
(Fashion Institute Of Technology - New York, NY)