

ROBERT SMITH

Marketing Strategist II

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

Progressive and innovative Marketing Strategist II who can identify strategic business opportunities and develop strong business cases measured by analysis. One who recognizes the importance of leveraging relevant research to inform the best practice for go-to-market plans. Keeping projects on-time, on-budget, and successful in the facilitation of business objectives.

CORE COMPETENCIES

Client Relations, Process Improvement, Project Leadership, Quality Assurance, Strategic Planning, Proposal Development, Budget Planning, Cost Management, Site Management, Contract Administration, Logistics, Problem Solving & Decision Making, Photoshop, Microsoft Office

PROFESSIONAL EXPERIENCE

Marketing Strategist II

Walt Disney Parks And Resorts - June 2005 – 2018

Key Deliverables:

- Facilitated the development of priority marketing initiatives, strategic input, and communication planning to deliver business goals.
- Developed strategic marketing plans for Walt Disney World, to drive awareness and improve key performance indicators.
- Leveraged data reports from media, sales, and consumer insights and marketing analytics, to generate the bi-weekly report for senior leadership. This effort was in collaboration with the center of excellence team to inform senior leadership of marketing tactic performance.
- Executed marketing plans, including website, email campaigns, digital advertising, social media and public relations.
- Assisted the development of strategies based on analysis to create a compelling seasonal campaign that featured the launch of 2 new seasons.
- Performed budget management of priority product, and provided the appropriate level of resources to cross-functional tactics to achieve domestic and international sales goals.
- Collaborated with internal copywriters to author and edited travel industry news articles, blog posts, and landing pages.

Market Research Specialist

Orlando Magic Nba Team - August 2002 – June 2005

Key Deliverables:

- Maintained the knowledge of daily industry news, market research and emerging technologies that affect the electronic components space.

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- Drew meaningful conclusions and highlight technology trends that can be of value to the organization.
- Developed the original market outlook and technology content such as presentations and reports for use by senior management and customers.
- Worked closely with IT department and internal stakeholders to further develop market research site as a central location for self-serve marketing-driven knowledge utilizing the latest Microsoft technologies for content search, interactivity, connectivity and user experience.
- Provided ongoing evaluation of both existing and new market research services and technologies to extract the utmost value from available content.
- Generated and published the reports to support Marketing and Sales groups.
- This is Dummy Description data, Replace with job description relevant to your current role. In case if you dont need it you can delete it.

EDUCATION

B.S. in Business Administration - December 2001(Chapman University - Orange, CA)

