

ROBERT SMITH

Senior Marketing Strategist

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

SUMMARY

Results-driven Senior Marketing Strategist with 7 plus years of experience in creating marketing strategies and integrated promotional communication plans that includes traditional marketing (direct mail, space advertising radio, events and exhibits, partnerships, and telemarketing) and new media (online advertising, e-mails, e-newsletters, online content, white papers, and social media). Skilled in both B2B and B2C marketing across multiple industries.

CORE COMPETENCIES

Marketing, Direct Response Marketing, Direct Mail Marketing, Advertising, Social Media Marketing, Digital Marketing, Partnership Marketing, Exhibit/Trade Show Marketing, Database Modeling/market Segmentation/cell Testing, Marketing Research, Competitive Market Analysis, Budgeting, Expense Control, Vendor Relationship Management

PROFESSIONAL EXPERIENCE

Senior Marketing Strategist

Lifeway Christian Resources - January 2008 – February 2015

Key Deliverables:

- Responsible for developing and implementing integrated marketing strategies and promotional campaigns to achieve business objectives and revenue goals for four of lifeways business units.
- Developed and implemented the annual marketing strategy, integrated communication and promotion plans and budgets for each of four business units with combined annual revenues of over \$25 million.
- Strategized and consulted for a new business unit that grew over 75% in revenue in four years by providing data-supported ideas to the sales team and created their new marketing and sales materials.
- Planned and managed the creation and production of all campaign promotional pieces including direct mail, space advertising, e-mails, online ads, online content, video clips, e-newsletters, media kits, sales brochures and sales collateral materials produced by internal and external creative personnel.
- Reviewed all promotion pieces ensuring they accurately reflected the brand.
- Managed event marketing driving attendance for the annual workshop designed to showcase industry expertise, produced new prospects and generated new clients - doubled attendance year over year.
- Collaborated with business unit leaders on annual new initiatives to reach new markets to expand market reach and brand awareness.

Marketing Manager

Professional Network Consultants - January 2007 – September 2007

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Key Deliverables:

- Responsible for overall marketing and lead generation for computer networking company specializing in unified communications for SMB market.
- Consulted with the sales team to develop client-specific sales strategies and goals.
- Collaborated with business partners’ channel managers on marketing programs and negotiated funding for specific marketing opportunities.
- Increased the corporate visibility by strategically increasing participation in the industry.
- Negotiated and managed the media buys for all space advertising, web ads, and custom e-mail deliverables.
- Managed projects through internal production, e-commerce and internet, and customer service business partners often managed multiple priorities and simultaneously occurring deadlines.
- Produce quality work rapidly and efficiently with extreme attention to detail.

EDUCATION

- B.A. in Sociology; Minor in Management - (Georgia State University - Atlanta, GA)