

ROBERT SMITH

Sr. Marketing Strategist

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SUMMARY

Sr. Marketing Strategist with eight years experience developing and implementing marketing plans within startup and ad agency environments. Proven ability to drive sales and increase brand awareness for small business clients. Expertise in multiple marketing disciplines including social, content, email, SEM and event marketing. Technical proficiencies include MS Office, Google AdWords, Google Analytics, Sprout Social, WordPress, ClickRSVP, Constant Contact.

SKILLS

Microsoft Office, Adobe Creative Suite CS6, Wordpress, Constant Contact, Hootsuite, Squarespace, MailChimp, Communications, Customer Service, Written Communication, Pardot, Salesforce

WORK EXPERIENCE

Sr. Marketing Strategist

Sundin Associates, Inc - March 2013 – Present

- Planned and executed companys largest bi-annual business development initiative at 2014 national.
- Developing content and managing dozens of full advertising and promotional campaigns including personally chosen by the President to restructure and manage over \$125,000 in digital media.
- Employed new targeting tactics and decreased average cost-per-click over 76% per online advertising.
- Optimized existing landing pages by writing and testing copy and layout increased conversions over 200%.
- Increased traffic to client blog with a 71% boost in the number of sessions 70% more page views.
- Compared to management under previous digital agency with more engaging and audience-appropriate.
- Grew all client facebook page "likes" an average of 28% year-on-year in 2014 with a blend of content.

Marketing & Communications Manager

Foreevo LLC - July 2010 – December 2013

- Devised and implemented a promotional campaign for the product launch - exceeded pre-sales goals by 12%.
- Built full e-commerce website and launched social media presence across three channels.
- Conceived and executed contest strategy as a way to generate awareness post-launch.
- Reduced legal costs over 50% by personally researching and drafting provisional patent.
- Dramatically reduced first-run manufacturing costs by taking the initiative to conduct extensive product.
- Tested with key influencers in the target market.

- Allowed for a larger initial run with a now-final product and at a lower cost per unit at the time of launch, thus increased the profit margin.

SCHOLASTICS

- Bachelor Of Science in Marketing - 2005(Providence College - Providence, RI)