

Robert Smith

Marketing Strategist III

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SUMMARY

Dynamic and creative Marketing Strategist III with 17 years of experience with a successful career in digital marketing and data analytics, strategic management, and sales.

SKILLS

Marketing, Branding, Brand Management, Advertising, New Product Development, Trade Shows, Sales, Creative Direction, Social Media Marketing, Copywriting, Creative Writing, Event Planning, Event Management, Packaging, Operations Management, Pricing, Distribution, Market Research, Marketing Communications, Powerpoint, Powerpoint , Excel, Executive Management, Customer Service , Customer Service, Project Management, Forecasting, Financial Analysis, Desktop Publishing, Consulting, Client Relations

WORK EXPERIENCE

Marketing Strategist III

The Concept engineers, Inc. - May 2004 - Present

- Developing and implementing innovative marketing, communications, public relations and business plans.
- Strategic program development and implementation of social media using Facebook, Youtube & Twitter.
- Managing the development of branding, packaging, advertising and marketing/sales collateral.
- Developing consumer promotions and social media advertising and marketing tactics.
- Identified trends and insights, and optimized the spend and performance based on the insights.
- Perform conversion optimization for the company website, which entails the use of multiple digital platforms, form editing, design changes, copywriting, and analytics.
- Collected and researched data to compile into analytical reports in order to take the next step in brand awareness for the client.

Chief Marketing & Creative Officer

Entwine Couture Beauty, LLC - March 2001 - September 2004

- Oversaw the planning, development, and execution of the launch and commercialization of new brand/products, and lead all marketing, advertising & promotional initiatives.
- Grew business sales by 200% year over year by leveraging social media marketing tactic.
- Management, training & development of 10 internal and external team members, with seven direct reports.
- Developed the 5-year growth plan encompassing the full business & marketing mix.
- Successfully managed the creative development and strategic launch of the new brand.
- Oversaw the growth of brand from zero to \$500,000 with extremely limited budget & resources.
- Launched an online/social media campaign that increased brand sales by 85% over a two-month promotional period.

EDUCATION

Master Of Business Administration in Global Business / Entrepreneurship & New Ventures -
2010(Ashford University)Bachelor Of Science in Apparel - June 1999(Georgia Southern University
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