

ROBERT SMITH

Managing Director/Marketing

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Versatile Managing Director, Marketing & Communications accomplished in marketing, sales, business development, and operations. Proficient in applying project management to successfully create and execute programs. Proven ability to source and integrate modern technologies to improve efficiencies. Strong cross-functional relationships built to produce desired results, attain objectives and flourish within organizations.

MAY 2012 - MAY 2019

MANAGING DIRECTOR/MARKETING - ABC CORPORATION

- Directed the activities of three business entities and all functions of the organization.
- Developed corporate strategies and managed projects/productivity to assure achievement of objectives within budget.
- Implemented technologies and process improvements to increase efficiency, reduce overhead, maximize output and customer satisfaction.
- Director of marketing successfully implemented marketing programs related to the website, e-commerce, social media, and collateral materials.
- Promoted to managing director to oversee all business entities and functional areas.
- Oversaw integration of two corporate acquisitions, adding \$2m to revenues.
- Revamped IT network to support the company-wide switch to new ERP and CRM systems.

JANUARY 2011 - MAY 2012

FOUNDER/MANAGING DIRECTOR - ABC CORPORATION

- Maintained client list as well as potential client list for networking and contacts.
- Evaluated contractual obligations. Evaluated performance and scheduling.
- Prepared presentations from source information.
- Developed career paths for subordinate managers.
- Developed mentor programs for selected subordinate managers.
- Developed coaching programs for subordinate managers to implement to employees.
- Developed periodical goal achievement standards.

EDUCATION

Master Of Business Administration in Microsoft Certified Technical Specialist - 2010 (Kennesaw State University)Project Management Professional -

(Technology Center Inc) Bachelor Of Arts in Economics - (University Of Georgia)

SKILLS

Project Management, Product Launches, Strategic Planning / Execution, Process Improvement, Brand Identity, Downstream Activities, Team Leadership