

Robert Smith

Sr. Marketing Strategist

PERSONAL STATEMENT

Sr. Marketing Strategist with 8 years of experience is in search for a full-time, permanent marketing career opportunity where I may showcase my versatile skill-sets and shine as a professional in a corporate environment, adding to an already positive and hard-working atmosphere. Looking for life-long career longevity where I may continue to grow my professional talents in a challenging work environment.

WORK EXPERIENCE

Sr. Marketing Strategist

FW Warehousing - June 2014 - August 2017

Responsibilities:

- Devised, managed and developed the new marketing and brand awareness strategies.
- Delegated content ideas for social media platforms including Twitter, Facebook, and Youtube.
- Designed and created graphics for print and digital marketing campaigns.
- Communicated personally with all live chat interactions and questions submitted on the company homepage.
- Edited and published video using Final Cut Pro and Adobe Suite software including Photoshop and InDesign.
- Evaluated the customer and competitor data to improve targeted strategies.
- Developed tactics to drive traffic to fwwarehousing.com and social media platforms.

Grand Brand Ambassador / Social Media Communications Manager

Rightway Nutrition & Optimum Nutrition - 2009 - June 2014

Responsibilities:

- Managed and maintained all social media sites (Facebook, Twitter, Instagram, Youtube).
- Developed online digital marketing campaigns for Rightway Nutrition and additional supported brands.
- Communicated directly with consumers on social media platforms and provided excellent online customer service.
- Wrote, shot, edited and published video footage for promotional purposes both externally to consumers and internally for corporate.
- Developed new strategies for increasing social media traffic by launching and personally maintaining online contests giveaways and an acknowledgment.
- Managed customer communications through these to solve shipping and product issues or arising complaints.
- Traveled across the country and internationally to represent the brand and educated both clients and customers on each Rightway product and explained the best implementation for themselves and their own

CONTACT DETAILS

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SKILLS

Inbound Marketing,
Marketing, Content
Marketing, Wordpress,
Microsoft Office, Social
Media Marketing, Google
Suite, Email Marketing,
Marketing Research,
Marketing Strategy,
Hubspot CRM, Social
Media Management

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference - 1 (Company Name)
Reference - 2 (Company Name)

consumers.

Education

BA in Journalism - 2004 to 2009(Northern Illinois University - DeKalb, IL)
Diploma - 2000 to 2004(Belleville East High School - Belleville, IL)