

ROBERT SMITH

Junior Marketing Strategist

info@qwikresume.com | [LinkedIn Profile](#) | [Qwikresume.com](#)

Marketing Strategist with experience in B2B and B2C Startup Technology Company. Entrepreneurial spirit looking to grow and enhance my professional development.

EXPERIENCE

Junior Marketing Strategist

Sparkdemand, LLC - JANUARY 2015 - PRESENT

- Strategic sales & marketing consultant with extensive “hands-on” digital marketing, sales training/enablement and project leadership experience.
- Delivering cutting-edge campaigns and innovative marketing strategies that accelerate growth, increase demand, and maximize budget.
- Conceptualizing, executing, and analyzing the disruptive strategies/programs in the areas of demand generation brand management, PR, corporate positioning, product launches, sales collateral, digital/print advertising, media relations, SEO, e-commerce, website/web-store content, telemarketing, and tradeshow marketing to ignite sales growth and influence b2b and b2c consumer behaviors.
- Conducting ongoing market analysis, as well as analysis of past performance and trends, to develop accurate buyer personas, targeting high potential prospects, and delivering dynamic campaigns that resonate deeply with target audiences.
- Initiating website redesigns to maximize content efficacy, optimizing the buyers journey, and drastically increasing the conversion.
- Leveraging the technology to expand reach, enhancing the marketing ROI, and introducing lucrative new profit streams.
- Expert in the implementation, execution, and training of various Marcom solutions/platforms.

Director Of Marketing & Demand Generation

Digital Defense, Inc - MARCH 2014 - NOVEMBER 2014

- Defined strategies to integrate email, social media, website, webinars, and other various forms of digital marketing into a fully integrated and cohesive omnichannel marketing system.
- Directed the platform integration with Marketo, scheduled speakers helped generate content, and managed promotion.
- Completely owned the strategy, implementation, and day to day management of the Marketo platform, including but not limited to - lead scoring, lead management, email marketing, web personalization, digital ads, landing pages, analytics, statistical modeling, reporting, and api integrations.

- Lead the automated marketing program through the optimization of the Marketo database platform,.
- Defense brand and increased the revenue by generating marketing and sales qualified leads.
- Directed the integration of e-marketing and business development campaigns by providing the targeted call lists which include high quality data, as well as coordinating business development call campaigns with demand generation campaigns.
- Devised processes for lead routing and lead scoring.

EDUCATION

- Bachelors Degree in Behavioral Psychology - 2013(Rutgers University)

SKILLS

Google Analytics, Google Core Competencies: Digital Marketing; Marketing AdWords, Google AdMob, AdRoll, Marketo, Sales- Automation; Demand Generation; Lead Nurturing; Force, Pardot, Eloqua, HubSpot, MailChimp, Act- Content Marketing; Brand Management; Integrated On, Adobe Creative Cloud, Adobe Marketing Cloud, Marketing