

# MALI ROBERTS

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Skilled marketing assistant with more than seven years' experience helping companies build recognizable and industry-leading brands. Adept at creating social media marketing campaigns and creating a loyal online following through user engagement. Excellent ICT and numerical ability and skilled at operating independently and towards team goals with colleagues. Motivated by challenging targets and able to work calmly and efficiently under intense time constraints.

## EDUCATION

### **BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (MARKETING)**

University Of Nebraska, Lincoln, NE  
September 2009 - June 2013

## KEY SKILLS

- Strong commercial awareness
- Creative and innovative
- Team player
- Knowledge of AI assistant software
- Copywriting and proofreading

## PROFESSIONAL EXPERIENCE

### **MARKETING ASSISTANT**

Sampson Construction, Lincoln, NE  
September 2016 - Present

- Work collaboratively with colleagues to market the company's products and sendees at trade show's, increasing sales leads by 43% in 2020
- Assist marketing management team with the company and product branding and setting ambitious productivity targets
- Edit and produce slick video content for social media campaigns, increasing Facebook engagement by 65% in a single year
- Write engaging blog posts, tweets, Facebook updates, and press releases

### **MARKETING ASSISTANT**

Anderson Merchandisers, Lincoln, NE  
July 2013 - September 2016

- Performed market research to uncover lucrative new business avenues and campaign ideas
- Created and updated printed marketing materials, such as brochures and posters, to ensure consistent and appealing branding
- Assisted with organizing and running promotional events and social media campaigns
- Responded to user comments on social media channels to increase the company's online voice and present a positive, professional brand image