

Marsha Williams

Marketing Coordinator | Marketing Assistant

City, State | (000) 000-0000 | email@email.com

Professional Experience

Executive Assistant, Marketing & Global Sales Smith Inc

Nov 2007 - Present

Provide administrative support to the VP of Worldwide Sales and the Directors of Marketing and Global Operations, managing schedules/calendars and overseeing event logistics. Field internal and external inquiries and drive satisfactory issue resolution. Report payroll information for 31 marketing and logistics staff.

- Maintain accurate database of all dealers and distributors to streamline communications.
- Manage travel and meeting arrangements including sourcing vendors for catering, booking hotel and transportation accommodations and procuring visas for foreign travel. Execute itinerary changes.
- Process and code expense reports and obtain authorization for payment of 20+ invoices weekly.
- Support Regional Sales Managers with ad hoc projects, including purchasing marketing merchandise for distribution to prospective clients/leads.
- Secure necessary signatures on Dealmaster discount forms to facilitate deal closure.
- Procure show badges and prepare visa invitation letters for global distributors in preparation for the annual NAMM Show.

Administrative Assistant Jones & Co

Jul 2006 - Jun 2007

Support two Senior Partners, blasting monthly marketing letters to a database of over 250 prospects. Prepared monthly attorney letters on case statuses and compiled expense reports. Fielded telephone calls and resolved complex inquiries. Arranged international and domestic travel itineraries.

- Prepared correspondence, including client engagement letters.
- Set up all client files in company database for efficient tracking.
- Conducted Internet research on background information for approximately 50 clients.

Internal Communications Officer/Marketing Assistant Indigo Inc

Aug 1996 - Feb 2005

Supported marketing and corporate communications across the organization, traveling to Paris, France Headquarters as needed. Organized on- and off-site team building activities and traveled frequently across locations to adopt best practice methods. Liaised between cross-functional teams and department, facilitating discussions with subject matter expert.

- Successfully delivered critical change management communication during company restructuring.
- Launched and implemented "Leader for Tomorrow" management project with guidelines from corporate headquarters to over 1,000 employees 6 months ahead of schedule.
- Reinvigorated and enhanced company image and content for the quarterly newsletter.
- Coordinated the successful launch of "Open Day" event for over 2,000 attendees.
- Assisted with the design and content of branded publications including flyers, brochures, badges, invitations and other printed marketing designs.
- Collaborated in the execution of trade shows and exhibitions with cross-functional teams.
- Served as member of a team selected to work with public relations agency, Ogilvy PR to arrange press conferences/releases, quarterly financial results and annual meetings.
- Spearheaded Corporate Social Responsibility (CSR) events within a community serving over 3,000 people.

Summary

- Poised and articulate professional with exceptional skills in supporting global leadership teams in the development and implementation marketing strategies to capture new markets and increase profitability.
- Trained in conducting research and analyzing and interpreting data to aid in decision-making efforts.
- Adept at communicating across diverse international audiences and collaborating cross-functionally to achieve corporate objectives.
- Creative and innovative thinker with strengths in aiding in the delivery of marketing communications and development of content for sales/marketing collateral.

Area of Expertise

- Competitive Intelligence
- Relationship Management
- Market Research/Analysis
- Sales/Marketing Strategy
- Customer Service
- Strategic Planning
- Advertising
- Event Planning
- Negotiations

Computer Skills

MS Office (Word, PowerPoint, Excel, Outlook), SAP, SRM, Visio

Professional Affiliations

American Marketing Association (AMA)