1. Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
2. Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing protocol.
3. Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
4. Developed innovative and targeted collateral to support overall branding objectives.
5. Helped incorporate product changes to drive customer engagement and firm profits.
6. Compiled product, market and customer data to forecast accurate sales and profit projections.
7. Capitalized on industry and marketplace trends to strategize solutions and enhance business operations.
8. Devised and deployed online marketing plans with effective SEO, social media and viral video campaign strategies.
9. Improved product marketing objectives by constructing communication initiatives and branding strategies to increase client outreach.
10. Collaborated with senior sales, engineering, and other business development executives to create best practices marketing initiatives and media positioning for vertical markets.
11. Maximized branding initiatives by strengthening program outreach and increasing communication between marketing and public relations.
12. Consulted with product development teams to enhance products based on customer data.
13. Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
14. Managed $[Amount] marketing budget and associated P&L to develop and execute marketing strategies, budgets, and sales plans for [Industry] business segments.
15. Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
16. Contracted over [Number] Fortune 50 customers to increase revenue by [Amount]%.
17. Monitored and evaluated website analytics with [Software] to assess campaign success, identify issues and make forward-thinking adjustments to maintain targets.
18. Achieved profitability goals by developing and implementing all [Location] commercial activities.
19. Recruited and hired experienced contractors to complete projects on time and within budget requirements.
20. Increased credibility and client awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters.