1. Drafted weekly e-newsletters to subscribers and set up campaigns in MailChimp.
2. Worked with HootSuite and Google Analytics to create information uniformity.
3. Assisted marketing coordinators and graphic designers with website copywriting and proofing.
4. Used Adobe Creative Suite to design initial campaign concepts.
5. Tasked with editorial calendar maintenance to keep content timely, relevant and engaging.
6. Tracked social media trends and adapted to attract target follower demographic.
7. Identified thought leaders and influencers to promote and engage in brand activities.
8. Assisted in managing corporate social media channels including Facebook and Twitter.
9. Helped with planning and hosting of marketing events.
10. Executed consistent online messaging across various social media verticals.
11. Tracked and analyzed web analytics to recommend proactive adjustments to strategies.
12. Prepared weekly updates and reports to track growth and success rates of marketing campaigns.
13. Created unique and engaging content for range of social media platforms including Pinterest, FaceBook and Instagram.
14. Assisted with daily administrative duties.
15. Responded to email and social media messages according to prescribed policies.
16. Developed ads targeting specific users for key promotions.
17. Set up multimedia presentations for use in meetings with key stakeholders and senior management.
18. Wrote interesting copy with eye for current trends and viral potential.
19. Contributed to mock-ups, email campaigns and social media content.
20. Stayed updated with latest marketing concepts and techniques.