1. Created business plans and project management plans to define milestones and guide account managers.
2. Developed and retained strong rapport with multiple high-value clients.
3. Monitored user behavior and lead generation.
4. Assessed KPIs to achieve in-depth understanding of campaign performance.
5. Executed plans and initiatives to increase efficiency.
6. Reviewed marketing department's monthly analysis of customer acquisition data and campaign performance and made recommendations for improvement.
7. Conducted trend forecasting and analysis.
8. Recommended performance improvements based on KPI analysis.
9. Created and presented real-time reports on current market conditions to upper management.
10. Increased brand awareness through targeted initiatives.
11. Reported performance and ROI of campaign media.
12. Planned and executed events and marketing programs, producing [Number] times goal of qualified leads.
13. Recorded [Type] data in [Software] databases, streamlining analysis procedures for efficiency and accuracy.
14. Implemented updated [Type] procedures to rectify issues in data collection and analysis, resulting in [Result].
15. Developed campaigns and specific marketing strategies for clients.
16. Increased credibility and client awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters.
17. Managed full-cycle marketing and advertising strategies including estimating costs, managing resource allocation and adjusting production schedules.
18. Trained entry-level and [Type] data analysts on company protocols, best practices and [Type] procedures.
19. Monitored [Type] data and made adjustments to marketing campaigns, resulting in [Number]% increase in sales.
20. Maximized advertising efforts by developing content for media relations, corporate communications and social media posts.