1. Oversaw department-wide transition into use of [Software] to consolidate and modernize sales team work output.
2. Collaborated with sales team to increase brand awareness and enhance business development by building and maintaining relationships with [Number] key accounts.
3. Assisted in development of products and services previously unrepresented in [Type] industry to increase shares in new markets by [Number]%.
4. Increased credibility and client awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters.
5. Conducted market research and reported on clients' competition.
6. Achieved client vision and marketing objectives by collaborating with [Number] [Type] departments.
7. Planned and executed events and marketing programs, producing [Number] times goal of qualified leads.
8. Worked within budget parameters to develop and implement marketing strategies by analyzing key data and consumer demographics, increasing [Type] revenue by [Number]% over [Timeframe].
9. Consulted with clients on business issues and developed innovative proposals.
10. Regularly updated and edited content for [Client] websites.
11. Consulted with clients on business issues and developed innovative, high-impact proposals.
12. Improved relationships between church and community by participating in [Type] outreach initiatives.
13. Monitored [Type] data and made adjustments to marketing campaigns, resulting in [Number]% increase in sales.
14. Collaborated with leadership in creating weekly bulletins, which were sent to all employees.
15. Wrote engaging and successful marketing, advertising and website copy.
16. Determined optimal variation of, and resource allocation to media outlets by analyzing consumer data to meet company's advertising goals.
17. Implemented updated [Type] procedures to rectify issues in data collection and analysis, resulting in [Result].
18. Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
19. Exceeded sales goals [Number]% by effectively applying analyzed data to marketing campaigns and sharing data interdepartmentally.
20. Mentored and guided executive team during business development decision-making to optimize profitability, marketing strategy and communications planning.