1. Supervised marketing for product launches, including public relations tasks, direct mail pieces, trade shows, sales training and e-mail blasts.
2. Compiled product, market and customer data to forecast accurate sales and profit projections.
3. Boosted brand awareness with target customer demographics with social, print and email campaigns.
4. Consulted with product development teams to enhance products based on customer data.
5. Coordinated resources to craft marketing plans for various projects including product launches and events.
6. Coordinated creation and deployment of videos, social media posts and other marketing collateral.
7. Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
8. Helped incorporate product changes to drive customer engagement and firm profits.
9. Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
10. Leveraged different market research strategies to investigate new products and enhance campaign planning.
11. Developed written sales proposals and replied to RFPs and RFIs.
12. Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
13. Proofread marketing documentation to check for spelling, grammar and syntax errors.
14. Wrote copy that maintained compliance with corporate and legal guidelines.
15. Partnered cross-functionally to identify marketing opportunities to support brand objectives.
16. Planned and executed events and marketing programs, producing [Number] times goal of qualified leads.
17. Planned marketing initiatives and leveraged referral network to promote business development.
18. Capitalized on industry and marketplace trends to strategize solutions and enhance business operations.
19. Composed daily posts for social media and helped build presence for [Name of Company] on Twitter, Facebook and Instagram.
20. Tracked and reported on marketing campaign responses.