1. Identified target audiences and devised campaigns to match target demographics and optimize results.
2. Worked with marketing teams to create, deploy and optimize effective campaigns for [Industry] clients.
3. Engaged, informed and supported staff on media and marketing outcomes including [Timeframe] briefings.
4. Directed marketing plans for [Number]+ clients, proactively servicing needs, maintaining satisfaction and consistently achieving profit goals.
5. Developed and implemented targeted digital strategy to improve business performance.
6. Analyzed consumer usage patterns to identify trends and target key demographics.
7. Communicated marketing strategy and campaign performance to verify alignment with senior management objectives.
8. Applied sales forecasting techniques and strategic planning to verify sales and profitability of products, lines and services.
9. Completed quarterly forecasting and monthly financial reviews.
10. Managed relationships with key industry partners and implemented promotional initiatives to maximize marketing program performance.
11. Capitalized on industry and marketplace trends to strategize solutions and enhance business operations.
12. Developed new branding strategies and marketing collateral to foster business development and achieve revenue targets.
13. Developed innovative and targeted collateral to support overall branding objectives.
14. Compiled product, market and customer data to forecast accurate sales and profit projections.
15. Consulted with product development teams to enhance products based on customer data.
16. Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
17. Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
18. Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
19. Coordinated innovative strategies to accomplish objectives and boost long-term profitability.
20. Helped incorporate product changes to drive customer engagement and firm profits.