1. Collaborated with senior sales, engineering, and other business development executives to create best practices marketing initiatives and media positioning for vertical markets.
2. Helped incorporate product changes to drive customer engagement and firm profits.
3. Improved product marketing objectives by constructing communication initiatives and branding strategies to increase client outreach.
4. Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing protocol.
5. Compiled product, market and customer data to forecast accurate sales and profit projections.
6. Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
7. Capitalized on industry and marketplace trends to strategize solutions and enhance business operations.
8. Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
9. Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
10. Consulted with product development teams to enhance products based on customer data.
11. Developed innovative and targeted collateral to support overall branding objectives.
12. Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
13. Built and improved customer engagement plans, boosting conversion rates [Number]%.
14. Devised and deployed online marketing plans with effective SEO, social media and viral video campaign strategies.
15. Planned and executed events and marketing programs, producing [Number] times goal of qualified leads.
16. Met and exceeded sales and growth goals by maintaining relationships with both customers and vendors.
17. Grew new business connections by strategically networking with industry experts.
18. Developed network of related professionals to open up business opportunities.
19. Planned and directed off-site promotional events to attract guests to property.
20. Enhanced profitability to achieve marketing objectives and drive productivity and growth from concept to implementation.