1. Capitalized on industry and marketplace trends to strategize solutions and enhance business operations.
2. Consulted with product development teams to enhance products based on customer data.
3. Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
4. Devised and deployed online marketing plans with effective SEO, social media and viral video campaign strategies.
5. Helped incorporate product changes to drive customer engagement and firm profits.
6. Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing protocol.
7. Compiled product, market and customer data to forecast accurate sales and profit projections.
8. Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
9. Collaborated with senior sales, engineering, and other business development executives to create best practices marketing initiatives and media positioning for vertical markets.
10. Improved product marketing objectives by constructing communication initiatives and branding strategies to increase client outreach.
11. Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
12. Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
13. Built and improved customer engagement plans, boosting conversion rates [Number]%.
14. Developed innovative and targeted collateral to support overall branding objectives.
15. Implemented marketing strategies which resulted in [Number]% growth of customer base.
16. Generated [Number]% attendance rate for national executive seminar series for [Software] lead generation program.
17. Executed optimal sales strategies to achieve commercial goals for [Location] market.
18. Increased [Product or Service] sales and brand exposure by developing new packaging, collateral, and sales materials and optimizing target audience reach.
19. Leveraged industry trends and competitive analysis to improve customer relationship building.
20. Orchestrated launch for [Number] new products to expand market share and generate $[Amount] in revenue.