1. Completed in-depth reviews of market conditions and customer preferences for [Type] products.
2. Optimized advertising efforts by developing content for media relations, corporate communications and [Type] posts.
3. Maximized advertising efforts by developing content for media relations, corporate communications and social media posts.
4. Identified appropriate marketing channels and target customers for campaigns.
5. Developed campaigns and specific marketing strategies for clients.
6. Created documentation outlining research findings for use by project managers, customers and other marketing staff to make accurate decisions about future plans.
7. Tracked key metrics and developed spreadsheets and data models.
8. Wrote engaging and successful marketing, advertising and website copy.
9. Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
10. Planned and executed events and marketing programs, producing [Number] times goal of qualified leads.
11. Managed full-cycle marketing and advertising strategies including estimating costs, managing resource allocation and adjusting production schedules.
12. Coordinated with social media, public relations and other teams to execute product introductions.
13. Increased credibility and client awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters.
14. Mentored and guided executive team during business development decision-making to optimize profitability, marketing strategy and communications planning.
15. Established community relationships by coordinating events to maximize marketing strategies.
16. Studied demographic data to determine optimal targets, competitor offerings and tactics for persuasion.
17. Collaborated with external creative agencies to produce and distribute marketing materials.
18. Used market analysis and metric tools to increase key audience by [Number]% in [Number] [Timeframe].
19. Analyzed demographic data to determine optimal targets, messaging and tactics for persuasion.
20. Analyzed data from previous and current marketing campaigns to improve future results.