1. Improved product marketing objectives by constructing communication initiatives and branding strategies to increase client outreach.
2. Developed innovative and targeted collateral to support overall branding objectives.
3. Compiled product, market and customer data to forecast accurate sales and profit projections.
4. Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
5. Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
6. Consulted with product development teams to enhance products based on customer data.
7. Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
8. Capitalized on industry and marketplace trends to strategize solutions and enhance business operations.
9. Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
10. Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing protocol.
11. Helped incorporate product changes to drive customer engagement and firm profits.
12. Devised and deployed online marketing plans with effective SEO, social media and viral video campaign strategies.
13. Coordinated innovative strategies to accomplish objectives and boost long-term profitability.
14. Collaborated with senior sales, engineering, and other business development executives to create best practices marketing initiatives and media positioning for vertical markets.
15. Worked with marketing teams to create, deploy and optimize effective campaigns for [Industry] clients.
16. Generated [Number]% attendance rate for national executive seminar series for [Software] lead generation program.
17. Executed trade shows for client partnerships on time and within budget.
18. Oversaw and adhered to communications department budget.
19. Contracted over [Number] Fortune 50 customers to increase revenue by [Amount]%.
20. Increased profit margins by [Number]% through maximizing new product introductions.