1. Coordinated creation and deployment of videos, social media posts and other marketing collateral.
2. Helped incorporate product changes to drive customer engagement and firm profits.
3. Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
4. Coordinated resources to craft marketing plans for various projects including product launches and events.
5. Compiled product, market and customer data to forecast accurate sales and profit projections.
6. Consulted with product development teams to enhance products based on customer data.
7. Boosted brand awareness with target customer demographics with social, print and email campaigns.
8. Supervised marketing for product launches, including public relations tasks, direct mail pieces, trade shows, sales training and e-mail blasts.
9. Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
10. Leveraged different market research strategies to investigate new products and enhance campaign planning.
11. Capitalized on industry and marketplace trends to strategize solutions and enhance business operations.
12. Planned and coordinated attendees for trade shows at [Location], including logistics and shipment of materials.
13. Masterminded highly successful digital strategies for various platforms to attract customer engagement.
14. Contributed expertise to multiple committees to enhance outreach and branding strategies.
15. Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
16. Developed fresh, crisp content to diversify current promotional options.
17. Planned and executed events and marketing programs, producing [Number] times goal of qualified leads.
18. Boosted [Type] ratings by [Number]% through targeted social media marketing campaign.
19. Composed daily posts for social media and helped build presence for [Name of Company] on Twitter, Facebook and Instagram.
20. Orchestrated, executed and monitored performance of campaigns to boost brand awareness and profitability.