1. Contributed to mock-ups, email campaigns and social media content.
2. Collaborated with team members to help expand marketing channels.
3. Stayed updated with latest marketing concepts and techniques.
4. Assisted in creation of pre-season marketing plans to support department and divisional strategies.
5. Designed and presented social media campaign ideas.
6. Tracked and analyzed web analytics to recommend proactive adjustments to strategies.
7. Assisted with capturing and analyzing social media metrics.
8. Created unique and engaging content for range of social media platforms including Pinterest, FaceBook and Instagram.
9. Increased credibility and client awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters.
10. Performed market analysis and researched latest trends.
11. Set up, completed and tracked customer surveys for local, regional and national campaigns.
12. Sourced vendors for services such as video production as well as materials to complete marketing objectives.
13. Kept organized tracking documents detailing assignments, in-progress work and completed project milestones.
14. Organized contacts and orchestrated innovative marketing campaigns to boost awareness, engagement and sales of [Product or Service]s.
15. Coordinated innovative strategies to accomplish objectives and boost long-term profitability.
16. Tracked schedules, expenses and communication between project stakeholders.
17. Maintained complete database of all files, contacts and project materials.
18. Planned marketing initiatives and leveraged referral network to promote business development.
19. Helped incorporate product changes to drive customer engagement and firm profits.
20. Created professional business correspondence, spreadsheets and presentations.