1. Stayed updated with latest marketing concepts and techniques.
2. Designed and presented social media campaign ideas.
3. Contributed to mock-ups, email campaigns and social media content.
4. Assisted with capturing and analyzing social media metrics.
5. Performed market analysis and researched latest trends.
6. Cultivated and deepened productive client relationships to enhance collaboration and maintain responsiveness to changing strategies.
7. Collaborated with team members to help expand marketing channels.
8. Created unique and engaging content for range of social media platforms including Pinterest, FaceBook and Instagram.
9. Tracked and analyzed web analytics to recommend proactive adjustments to strategies.
10. Assisted in creation of pre-season marketing plans to support department and divisional strategies.
11. Utilized market trends and target audience statistics to effectively and appropriately market products.
12. Coordinated innovative strategies to accomplish objectives and boost long-term profitability.
13. Organized contacts and orchestrated innovative marketing campaigns to boost awareness, engagement and sales of [Product or Service]s.
14. Accomplished industry-leading successes for [Type] customers through [Action].
15. Coordinated campaign collateral across diverse business segments, product lines and markets.
16. Kept organized tracking documents detailing assignments, in-progress work and completed project milestones.
17. Maintained complete database of all files, contacts and project materials.
18. Worked with vendors to complete projects according to schedule and specifications.
19. Generated reports detailing campaign performance, customer engagement and engagement trends.
20. Increased credibility and client awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters.