1. Collaborated with senior sales, engineering, and other business development executives to create best practices marketing initiatives and media positioning for vertical markets.
2. Aligned activities with corporate objectives by coordinating marketing, sales and IT processes.
3. Orchestrated launch for [Number] new products to expand market share and generate $[Amount] in revenue.
4. Coordinated innovative strategies to accomplish objectives and boost long-term profitability.
5. Provided research and development on [Type] products to showcase benefits and retain customers.
6. Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing protocol.
7. Consulted with product development teams to enhance products based on customer data.
8. Compiled product, market and customer data to forecast accurate sales and profit projections.
9. Built, implemented and enhanced national marketing initiatives to maximize outreach and sales of [Type] products.
10. Increased profit margins by [Number]% through maximizing new product introductions.
11. Drove marketing efforts by orchestrating [Type] and [Type] advertising campaigns.
12. Oversaw preparation of marketing copy, images, videos, emails and other collateral.
13. Implemented marketing strategies which resulted in [Number]% growth of customer base.
14. Leveraged industry trends and competitive analysis to improve customer relationship building.
15. Worked with marketing teams to create, deploy and optimize effective campaigns for [Industry] clients.
16. Helped incorporate product changes to drive customer engagement and firm profits.
17. Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
18. Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
19. Enhanced profitability to achieve marketing objectives and drive productivity and growth from concept to implementation.
20. Achieved profitability goals by developing and implementing all [Location] commercial activities.