

Full Name  
[Street, City, State, Zip] | [Phone] [Email Address]

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## **SENIOR MARKETING COORDINATOR**

### **■ Profile**

Ambitious marketer with seven years of experience as a brand-marketing assistant/coordinator.

Broad experience and comprehensive understanding of marketing strategies and sales.

Functional skills include:

- Sound knowledge of marketing principles – Close familiarity with current technologies and their effective marketing application.
- Market project management –motivated, confident, multitasks, creative, innovative and energetic.
- Proficient user of Microsoft Office (Excel, Word, and PowerPoint).

**Objective Statement** – Professional development in a variety of challenging marketing roles at a dynamic environment which rewards dedication and ambition.

### **■ Professional Experience**

**Marketing Coordinator** ABC Retail Inc. Weston, FL

2003 – Present

## **HIGHLIGHTS OF CONTRIBUTIONS**

### ***Marketing Coordination Performance:***

- Coordinated execution of email broadcast campaigns, public relations, marketing trade shows and events, outbound calls, media advertisements, field promotions, customer communications, and other marketing plans.
- Represented companies in different branding activities – Corporate events, trade shows, marketing conferences, and industrial meetings.
- Frequently managed online marketing campaigns successfully and published write-ups on social networking websites and blogs.
- Assisted company marketing managers in coordinating and integrating various marketing and communication activities.

### ***Marketing Tools:***

- Developed various marketing materials such as brochures, white papers, product descriptions, standardized sales scripts, proposals, presentations and newsletters – Personally supervised production and implementation marketing materials.

- Wrote, maintained, and updated web content on a monthly basis.
- Achieved a greater audience through newsletters by effectively using latest technology.
- Created a scoring system to evaluate optimized quality opportunities.
- Developed strategies with clear objectives, targets, and effective measures.

### ***Integration:***

- Interacted with colleagues and marketing suppliers to build close working relationships.
- Maintained open lines of communication with organizations while providing satisfying answers to their requests.
- Worked together with customers to develop testimonials, case studies, and references.

### ***Marketing Analysis***

- Analyzed the results of company advertisement and marketing campaigns – Tracked campaign results, prepared reports on performance analysis of past campaigns and offered corrective recommendations regarding concurrent programs.

### **■ Education**

- Bachelor's degree in business, organizational development, marketing or sales administrative related field.