

NAME

TITLE

000-000-0000 / EMAIL / CITY, STATE, ZIP

Profile

A dynamic director with over five years of experience developing and executing various marketing strategies for top brands around the United States. Looking to advance my career by applying my skills to the position of agency marketing director at your company.

Experience

Product Marketing Director - White LLC, Tampa, FL

2020-2022

- Provided guidance and assisted in facilitating internal communications across several teams to help improve campaign efforts
- Managed several internal and external processes to ensure projects were completed on time and delivered accurately with all materials.
- Formulated and assigned budgets to various teams. Gave reports to upper management regarding these managements and why each team needed the money in the budget.
- Oversaw marketing campaigns and projects. Established timelines with the team lead and reviewed weekly reports from each team.
- Responsible for projecting and managing projects for the future marketing vision of the company based on market trends and competitive insights.

Junier Marketing Coordinator - Hamill Inc, Sunrise, FL

2018-2019

- Successfully saw all projects through, starting with the planning and concept stages through execution and analysis.
- Managed the educational program responsible for training and getting new staff ready and Hamill Inc. This responsibility included establishing in-person and digital training.
- Created content that could be used by all sales teams to inspire, educate, and retain clients. The content included information on the current state of products and services sold by the company and plans for the future.
- Spent time in a high-paced environment that helped me prepare for my career in marketing.
- Successfully managed and influenced several stakeholders in several departments on company plans.

Project Experience

- Blueprint Educational Program Manager: Was the lead manager for this project that sought to drive sales and knowledge on several channels, including Facebook and Twitter.
- Market Trend Analysis Lead: Led the team that oversaw market trend analysis. Information from this project helped the company plan its marketing strategy for several years.

Education

Bachelor's Degree in Marketing - Florida State University

2013-2017

- GPA: LIST
- AWARD
- AWARD

DEPARTMENT - SCHOOL

May 2009

- GPA: LIST
- AWARD
- AWARD

Skills

Expertise

- Fantastic understanding of global community with an ability to work across cultures.
- Comfortable using Excel and creating graphs.
- Ability to collaborate with and lead several groups.
- Organization and time management skills.
- Self-motivated to improve skills and progress as an employee.
- Awareness of the literacy of the latest market trends.

Licenses & Accreditations

Licenses Licenses & Accreditations

- Google Analytics Individual Qualification
- OMCP Digital Marketing Certification
- Hootsuite Academy Marketing Certification