

CLIENT NAME

Address * Phone Number * Email Address * LinkedIn Page

MARKETING SPECIALIST

MARKETING COORDINATOR/ONLINE MARKETING SPECIALIST

Resourceful team player with comprehensive experience in customer relations, sales and marketing, and project management. Proven track record in surpassing sales goals, managing multiple projects simultaneously while under pressure, and creating innovative marketing and advertising campaigns to meet or exceed organizational goals.

CAREER HIGHLIGHTS & ACHIEVEMENTS

- **Motivated** to learn the Marketing industry from the ground up in order to successfully assist a business with sales and revenue goals via marketing, advertising, and communications channels.
 - **Comprehensive** experience delivering excellent customer service, managing multiple projects simultaneously, and performing under tight deadlines and difficult circumstances.
 - **Experienced** in the lucrative online marketing arena including: SEO, content sharing, email marketing, social media marketing, and web analytics.
 - **Excelled** as a member of a team, creating innovative marketing and advertising projects.
 - **Received** two national “shout outs” in addition to many other location “shout outs” for outstanding performance in exceeding application goals by more than 25% in one day.
 - **Praised** by customers for the valuable trait of patience in explaining card information.
 - **Developed** a variety of Marketing and Communications projects as part of coursework to prepare for a successful career in Marketing including: a market research project comparing and contrasting attitudinal differences of groups from the Baby Boomers to the Millennial Generation, a sales project for a new line of Vera Wang wedding dresses, creation of an awareness generating website, and a communication group project to create a marketing campaign for an imaginary company.
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PROFESSIONAL EXPERIENCE

2014 - 2015

Sales Representative, SDI Marketing, Atlanta, GA

- Acquired new credit card customers through face to face sales interactions.
- Informed potential customers of benefits, answered questions, and communicated brand information to provide a positive experience leading to optimized sales.
- Consistently exceeded daily application goals by an additional 50%, with a personal record of exceeding by 125% in one day.

2010 -2014

Scheduler/Caregiver, CaraVita Home Care, Roswell, GA

- Created schedules for assigning caregivers to clients.
- Assisted patients with daily living needs including personal hygiene, comfort, transportation, and vital sign monitoring.

2012 - 2012

Assistant Event Coordinator, Ironman Triathlon Event, Augusta, GA

- Assisted in merchandise sales for the annual Ironman Triathlon event where athletes compete in swimming, bicycling, and running.
- Helped athletes select and purchase the appropriate merchandise for their competition needs including T-shirts, bicycles, wet suits, and other miscellaneous sporting gear and attire.
- Supervised the sales floor and ensured excellent customer service by answering questions and responding quickly to needs.
- Set up and broke down merchandise displays.

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PROFESSIONAL EXPERIENCE CONTINUED

2012 - 2013

Intern, *Thecelebritycafe.com, Virtual*

- Shared content on message boards by utilizing targeted keyword searches.
 - Promoted giveaways by sharing links on forums and blogs.
 - Created and distributed press releases, posted ads on forums, marketed via social media on the company's Facebook and Twitter accounts, and conducted SEO spot checks.
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EDUCATION

Bachelor of Business Administration, *Augusta State University, Augusta, GA, 2014*

Emphasis in Marketing

CERTIFICATES

Online Marketing Fundamentals, Web Analytics Fundamentals, Social Media Marketing with Facebook and Twitter, Email Marketing Basics, Dreamweaver CS6 Essential training, SEO, Google AdWord and Analytics.

TECHNICAL

Microsoft Word, Excel, PowerPoint, and Outlook, Photoshop, SPSS

AFFILIATIONS

International Student Association, Georgia Regents University – member

Jaguar Activity Board, Georgia Regents University – member

Habitat for Humanity – volunteer