

Name M. Surname | MARKETING PROFESSIONAL • EXPERT LEVEL

LinkedIn • Brooklyn, NY • (555) 555 5555 • email@address.domain

Specializing in: **Coordination • Management • Marketing Associate • Content Marketing • E-Commerce • Strategizing**

“Celeste is an advocate who owns her customer’s experience from beginning to end and exceeds their expectations wherever possible. Celeste is very accountable to her customer and business results. She delights the internal and external customer experience”.

- Name Surname,
Position Manager,
Company Name

Demonstrates expertise in delivering innovative marketing and development strategies, team leadership, client services, and strategic planning. Effectively rises above challenges to achieve revenue growth, instill technological comprehension, set business metrics, and drive winning strategies. A visionary leader and key communicator with notable achievements in new market identification, increasing market share and profitability, and building winning teams.

PROFIT-BUILDING COMPETENCIES

Strategic Marketing • Team Building & Management • Training • Business Growth • Project Management • New Market Identification • Presentations

KEY STRENGTHS

- Excellent communication skills both oral & written.
- Communicate effectively across all levels of management.
- Develop and strengthen strategic customer relationships.
- Work efficiently and accurately with several projects in various stages
- Strong Analytical Skills.
- Detailed Oriented.
- Strong Interpersonal Skills.

IT Literacy: Adobe Acrobat, Excel, Word, Access, Social Media, Google Analytics/WebTrends, Google Doc, Product Loading System, Vingette (Voucher System), Sabre; Photoshop, HTML & Search Engine Marketing.

QUALIFICATION IN ACTION

IN MARKETING COORDINATION:

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

IN MARKETING TOOLS:

- Developed various marketing initiatives materials such as product descriptions, standardized scripts, presentations and high margin destinations – personally supervised production and implementation marketing materials.
- Wrote, maintained, and updated web content.
- Achieved a greater audience through program promotion by effectively using latest technology.
- Developed strategies with clear objectives, targets, and effective measures.

INTEGRATION:

- Interacted with stakeholders, colleagues and clients to build close working relationships.
- Worked together with clients to develop testimonials, case studies, and references.

MARKETING ANALYSIS

- Analyzed the results of company campaigns – captured and analyzed online advertising metrics using WebTrends/Google Analytics, and offered corrective recommendations regarding concurrent programs.

PROFESSIONAL BACKGROUND

Company Name – City, NY

2003-Present

Company Name is one of the nation's largest leisure tour operators, offering FIT vacations to over 200 destinations in the Caribbean, Mexico, Central and South America, China, Europe, South Africa, Australia, New Zealand, Fiji, the Islands of

Tahiti, Canada, the Continental U.S., Alaska, and Hawaii. Company Name has received multiple industry awards for outstanding customer service, overall operations, technology, most knowledgeable reservations staff, and leading marketing materials and programs – all dedicated to better serving travel agents and their clients.

Various positions held:

MARKETING SPECIALIST • DEDICATED VACATION FLIGHTS • PROGRAM AND PROMOTION SUPPORT | 2015-Present

• **Collaborated with:**

- Senior Specialist, Manager and Associate Director to ensure delivery, fulfillment and execution of marketing initiatives as requested;
- Partnership Marketing Manager and Senior Manager weekly on DVF Bundle packages;
- web development team to upload data source for DVF Hot List landing page update;
- Interactive marketing team to ensure DVF Dimension Series content is up to date;
- Product Teams to acquire promotions;
- Copywriter to add generic destination copy: wrote original body copy for destinations and individual hotel chains. Edited flyers, ads, web banners and landing pages for poor grammar, images and design which **increased** site conversion.

- Assisted with marketing projects and initiatives by creation, fulfillment and distribution of both funded marketing, such as internal communications, as well as non-funded marketing across all channels as assigned.
- **Executed** marketing tactics by building supplier relationships, creating marketing based on supplier needs, hotel branding, and publishing by tactic run date.
- **Assisted** accounting in ensuring all funded materials are completed and billed and that all financial goals are met.
- **Maintained** Google Doc with content for each promotion, the DVF Hot List spreadsheet for web and print; and updates on launch materials for email and print.
- **Ensured** pricer receives all information necessary, information accuracy, DVF baggage policies are accurate, all outdated materials are removed and new ones added accordingly.

LOADING COORDINATOR | 2014-2015

- **Loaded** all land product into PLS system, controlling the final outcome of pricing, product availability, document accuracy and appearance, restrictions and rules. **Performed** scrutiny of contracts, promotions and vouchers.
- **Initiated and created solutions** in the loading process for complex product within current system limitations.

MARKETING MANAGER | 2010-2013

- **Managed** the execution and fulfillment of marketing plans through e-mail, e-commerce campaigns, print ads, social media and third party advertising.
- **Liaised with:**
 - Director of Marketing to coordinate marketing projects and initiatives from start to finish including print collateral, e-communications, pricing, creative layout and content, expediently **resolving issues and salvaging lost revenue**.
 - Key account, brand, corporate marketing teams and the Web Department ensuring that promotions receive proper exposure and **drive traffic** to the campaigns.
- **Coordinated marketing projects** and initiatives from start to finish including advertising pricing, creative layout and content, along with other varied projects and destinations as assigned.
- **Personnel training:** Implemented marketing modules to help train new marketing specialists.
- Followed and adhered to UDAAP (Unfair, Deceptive or Abusive Acts or Practices) compliance regulations.

MARKETING SPECIALIST | 2008-2010

- **Involved** in all aspect of product marketing, marketing communications, business planning, volume and revenue contract, market analysis, and product training.
- **Acquired new business** on a continuous basis by promoting the agency through various methods and approach.
- Sought and **obtained co-op** and other marketing partnerships to help leverage promotion and sales.
- Supervised production of all creative materials requested for BDM's in relation to tradeshow/agency events, including creation and development of sales and launch kits.

Earlier positions held:

RESERVATIONS AGENT | 2003-2004 • CUSTOMER SERVICE REPRESENTATIVE | 2004-2008

EDUCATIONAL BACKGROUND

NAME UNIVERSITY – City, ST

2010

Bachelor of Science [BS] in Management – Sales and Marketing | Sales emphasis