

## **Elizabeth Christie**

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## **PROFILE**

I am an accomplished marketing professional with over 10 years experience in product development, brand building and corporate identity. I possess a solid background in marketing strategic planning, lead generation, print/online advertising planning, copy-writing, new product launches and sales material development. A highly organized professional that thrives in a high-pressure, deadline-driven environment.

## **PROFESSIONAL EXPERIENCE**

### **ABC Company**

06/2008 to Present

#### **Healthcare Marketing**

- Coordinated cross-functional teams for campaign planning assistance and implementation.
- Assisted in development of effective campaigns through analysis and selection of appropriate target marketing, product and pricing strategy, creative direction, copywriting.
- Implementation responsibilities: technical setup, regulatory compliance review, creative execution.
- Took initiative to identify and apply internal process improvements and efficiencies.
- Encouraged out-of-the-box thinking amongst teammates.
- Tracked financial results of campaigns to analyze successes and identify process improvements.

### **XYZ Corporation**

06/2007 to 04/2008

#### **Healthcare Marketing**

- Building relationships by providing prompt and courteous customer service
- Troubleshooting damaged, missing, delayed or defective merchandise.
- Responsible for all advertising decisions
- Increased web presence by over 300% creating a new website, focusing on search engine optimization
- Maintenance and monitoring of website and web traffic
- Create and maintain a growing social media network
- Layout and design of all promotional materials. Catalog, direct mail pieces, flyers, signage etc.
- Maintain customer and potential customer data base
- Research printing companies for low cost promotional materials
- Negotiations of shipping contracts
- Arranging for daily freight shipments
- Maintain involvement in the community through Chamber of Commerce functions
- Research furniture trends for additions to product line
- Coordination of press releases
- Payroll
- Coordinate special events such as open house sales and tradeshow events
- Inside sales

### **DEF, Incorporated**

02/2006 to 05/2007

#### **Healthcare Marketing**

- Overseeing of sales program for corporate awards, executive gifts, promotional products and branded items
- Achieved double digit sales increases annually while managing sales team and providing continual mentorship and training
- Development of corporate recognition programs: sales, years of service, safety and customer service
- Identify program needs for corporate clients, build recognition
- Quantify program requirements and projected effectiveness for different departments
- Created professional sales presentations and hosted recognition training seminars
- Marketing strategist for national and local branding campaigns for clients: purchasing of promo products, instigated a market segment foothold for small and large corporations
- Design marketing plans for multi-level sales increases annually: web-site development and maintenance, Constant Contact newsletter creation, email marketing, VIP client programs
- Member of several professional networking organizations for public relations and business development

## **EDUCATION**

09/1990 thru 12/1992 **NEW YORK UNIVERSITY, NEW YORK, NY**

01/1993 thru 12/1995 **UNIVERSITY OF CALIFORNIA, SAN DIEGO, CA**