

Maxine Curry

Marketing Executive

AREAS OF EXPERTISE

Web campaigns
Search advertising
Social media relations
Marketing budgets
Digital marketing
Team meetings

PROFESSIONAL

French speaker
First Aider

PERSONAL SKILLS

Courteous
Polite and friendly
'Can do' attitude
Attention to detail

CONTACT

Maxine Curry
Dayjob Ltd
The Big Peg
Birmingham
B18 6NF
T: 0121 638 0026
M: 0121 638 0026
E: info@dayjob.com

Driving license: Yes
Nationality: British

PERSONAL SUMMARY

Maxine is an expert at carrying out market research and intelligence gathering on existing customers, market sectors and potential new clients. She has an in-depth understanding of the best marketing strategies and knows how to use them for maximum effect. Being a committed team player means that she works hard to ensure that everyone around her is pulling in the same direction. Right now she is looking for a suitable position with a company that not only appreciates hard work and loyalty from its employees, but rewards them for it.

WORK EXPERIENCE

Company name – Location

MARKETING EXECUTIVE Jun 2013 – Present

Responsible for implementing strategic marketing plans to achieve corporate objectives for products and services.

Duties:

- Coming up with unique ways to engage customers over social media.
- Having ready-made answers for client objections.
- Dealing with challenging and demanding clients.
- Updating the company website on a regular basis.
- Synthesizing large amounts of data into actionable information.
- Integrating social media campaigns with other related marketing communications.
- Responding quickly and professionally to any customer enquiries or complaints.
- Developing unique website landing pages.
- Distributing videos across social media networks.
- Coordinating both pre-sale and after-sale activities.
- Meeting potential customers face to face and explaining to them the benefits of your company's products.

Company name - Location JOB TITLE Dates (i.e. Aug 2011 – Jun 2013)

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KEY SKILLS AND COMPETENCIES

- Sharing useful information with others.
- Proficient with all Microsoft Office programs and familiar with internet applications such as Google AdWords, Google Analytics, Facebook, Twitter and LinkedIn.
- Can work under pressure and to deadlines.
- Maintaining good working relationships with work colleagues.
- Positive, confident and friendly demeanour with a high level of integrity.

ACADEMIC QUALIFICATIONS

Nuneaton University 2008 - 2011
BSc (Hons) Sales Management

Coventry Central College 2005 - 2008
A levels:
Maths (A) English (B) Technology (B) Science (C)

REFERENCES – Available on request.



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