BARBARA ROBINSON

999 Main Street • Any Town, NY 99999 • (999) 999-9999 • email@gmail.com

Marketing Coordinator

Highly organized individual known for adding value to fast-paced organizations. Exceptional accomplishments in sales, marketing research and events management across telecommunications, biotechnology and supply chain management. Exceptional process management and organizational skills. Thrives on new challenges, managing demanding assignments and at ease developing new procedures and standards

SUMMARY OF QUALIFICATIONS

- Extensive experience in marketing research and analysis.
- Strong computer skills, especially with Microsoft Office applications.
- Knowledge of healthcare terminology gained from taking several healthcare courses.
- Excellent interpersonal and communications skills.
- Ability to work individually as well as in a team.
- Great multitasking skills, able to prioritize effectively in order to meet deadlines.
- Fast learner, able to learn new systems and tools and work with them.

PROFESSIONAL HIGHLIGHTS

Sales & Marketing Coordinator
ABC Inc. Any Town, NY 2008 – 2009

- Support sales and marketing teams in departmental initiatives, objectives, confidential administrative duties and/or projects.
- Assist with marketing projects and/or events, including preparation of marketing pieces, presentations and reports.
- Maintain databases, contact lists, shared network drives and on-site inventory of marketing materials. Responsible for ordering and distributing promotional items and materials.
- Provides support to the Director of Training & Development of educational programs but not limited to, New Hire Sales Training, Product Launch 'Live Meetings', the compilation and maintenance of the Regional Director and Territory Manager Supplemental Handbooks and the created and distribution of the monthly Sales Newsletter.
- Responsible for ensuring the success of the Sales New Hire Process including the scheduling and coordinating of interviews of sales and marketing candidates, compilation of HR forms, distribution of Training & Development material, coordination of New Hire Training and field visits, assisting with the on-boarding process of ordering business cards, name tag and distribution of electronic documents.
- Organizes on-site and off-site functions and events, including quarterly Roundtable meetings, National Sales Meeting, trade shows and networking events; create and maintain events calendar; maintain and update budget for each event so the company can establish the return on investment for the event.
- Provides on-site management of tradeshow booth set-up and dismantling. Ensures the attendees are registered and have proper accommodations. Handles the ordering of literature and/or samples to be used at the show.
- Collects, compiles and distributes business segment information of the Marketing Team in the form of a Monthly Summary Report to the VP of Marketing.
- Provides support to Sales Operations including the compilation and distribution of reports from Sales Tracker and/or Business Objects to the Sales Force.
- Serves as the administrative point-person to the sales force.

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- Works closely with Administrative Manager and Executive Assistants in a team environment; create and maintain shared network drives/filing systems, act as back-up to the Executive Assistant staff, handling of records, reports and ad hoc projects.
- Participated in training sessions to gain further product knowledge and information on competitors' products.

Sales Marketing Manager
XYZ Corp. Any Town, NY 2007 – 2008

- Integral part of a sales operation management team that earned six consecutive Exceptional Achievement Awards for being in the top 5% out of 50 Car Sale Groups in the nation for exemplary performance, as well as being nationally recognized for achieving a 90%+ customer satisfaction follow up rating and 80%+ employee retention.
- Positively impacted sales territory by displaying knowledge of key accounts, creating high quality territory management activities, and delivering influential, educational value proposition and sales presentations utilizing consultative sales techniques to ignite revenue and referrals.
- Developed, cultivated and maintained external B2B relationships with key decision makers and CEO's of credit union accounts by facilitating and coordinating quarterly sales promotions that generated up to $900K in sales per quarter.
- Trained, educated, and maintained over 100+ internal business accounts on cross selling value added services resulting in increased referrals from 3% to 5% per annum.

Sales & Marketing Director
BCD Inc. Any Town, NY 2005 – 2007

- Researched, designed & developed Customer Satisfaction/ Business Improvement Programs.
- Launched new products & services.
- Held full responsibility for all sales & marketing activities.
- Generated new business throughout networking efforts and execution of creative marketing.
- Increased annual sales growth year on year.
- Formulated pricing programs to increase gross profits.
- Manage Customer & Prospect database.
- Developed sales proposals & negotiated contracts.
- Conducted comprehensive on-site and web-based customer service & sales training programs.
- Implemented sales training that immediately realized a 40%-50% return on investment.
- Actively work with IT & programming staff to produce, update & manage multiple web-sites.
- Created monthly, quarterly and yearly reporting for clients.
- Worked directly with Call Center Management on new & on-going operations.
- Project Management, which includes working closely with upper management & company Presidents in over 75 companies.
- Delivered effective on-going solutions to improving customer satisfaction, sales training & increasing sales.

EDUCATION & CREDENTIALS

MBA (October 2009) • New York University, New York
Courses Taken Include: Healthcare Law, Healthcare Economics & Finance, Healthcare Policy Issues, Management of Information Systems.
Bachelor of Science Degree, Chemistry (2000) • University of New York
Member, National Institute of Marketing, New York

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