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## Marketing Specialist Resume

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### Job Objective

Professional Marketing Specialist in search of a highly established firm that will allow me to further boost my career in this field

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### Highlights of Qualifications:

- Hands on experience in designing marketing communication and copywriting for various marketing programs
  - Exceptional knowledge of direct marketing
  - Profound knowledge of marketing communications and its schedule
  - Immense ability to work independently as well as in a team
  - Outstanding ability to edit written copies and managed web based communication
  - Amazing communication skills in both oral and written forms
  - Skilled to work on Microsoft applications
  - Proficient in graphic design
  - Familiarity in multitasking and prioritizing work
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### Professional Experience:

Marketing Specialist  
FedEx Services – Marketing, San Antonio, TX  
May 2006 – Present

- Provided support to Alliance Sales team and developed sales materials and required presentations.
- Coordinated with clients and alliance for developing marketing programs.
- Worked with project manager and designed and implemented various promotional campaigns according to schedule.
- Designed advertising and marketing materials for gift card product and related categories.
- Provided support to various products and programs by researching on various card giving occasions.
- Assisted research groups in collecting demographic information by conducting regular research.
- Analyzed departmental operations and recommended improvements in same.

Marketing Specialist  
Datacore Marketing, San Antonio, TX  
March 2003 – April 2006

- Maintained professional relationships with personnel and vendors and managed all communication.
  - Developed and ensured appropriate implementation of various advertising and marketing plans.
  - Coordinated with field officers for various programs.
  - Evaluated information and designed marketing copies for sale activities.
  - Analyzed and interpreted various statistical marketing data.
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### Education:

Bachelor's Degree in Marketing  
North Central University, Minneapolis, MN

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