

Maxine Curry

Marketing Consultant

AREAS OF EXPERTISE

Social media management

PPC campaigns

Copy writing

Business marketing

Client development

Marketing plans

PERSONAL SUMMARY

Maxine has the confidence and competitive nature needed to win new business and make an immediate impact from day one. She is an experienced Marketing Consultant who has the dedicated focus necessary to provide clients with the exceptional quality of service they expect. Possessing extensive hands-on experience and a proven background of working within B2B Marketing means that she can operate in the most competitive of markets. Right now she is keen to join a company that has exciting plans for the future and wants to employ talented individuals.

WORK EXPERIENCE

Company name – Location

MARKETING CONSULTANT Jun 2013 – Present

Responsible for helping to develop and execute the company's marketing plans against defined marketing strategies.

Duties:

- Optimizing any available marketing budgets to create the best impact.
- Reporting directly to the digital marketing manager who operates at board level.
- Calling up customers and advising them of new promotions that the company has.
- Involved in the implementation of several exciting digital marketing projects.
- Delivering new proposals and pitches to a wide range of clients.
- Reporting on the effectiveness of various marketing campaigns.
- Creating content for articles, press releases and infographics.
- Developing great client relationships that foster long term partnership and success.
- Establishing specific marketing briefs with clients from different sectors.
- Managing paid search campaigns on behalf of clients.
- Meeting with potential clients face to face to promote the company's services.

PROFESSIONAL

Fire Marshall

Key holder

PERSONAL SKILLS

Articulate

Focused

Hard working

Driven

Well presented

Company name - Location

JOB TITLE Employment dates (i.e. Aug 2011 – Jun 2013)

KEY SKILLS AND COMPETENCIES

- Earning the trust of clients and peers by knowing when to promise & then delivering on those promises.
- Maintaining a positive attitude in difficult situations.
- Contributing to the establishment of a positive culture within the company.
- Thinking strategically from a business and marketing perspective.
- Understanding the needs of others and able to respond accordingly.
- Hands-on knowledge of established and emerging social media channels.
- Extremely motivated with an air of urgency, confidence and enthusiasm.

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*

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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