

Maxine Curry

Marketing Manager

AREAS OF EXPERTISE

Content marketing
Lead conversion
Local marketing
Account management
Deal making
Team meetings

PROFESSIONAL

French speaker
First Aider

PERSONAL SKILLS

Passionate
Forward thinking
Focused
Hard working

CONTACT

Maxine Curry
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Driving license: Yes
Nationality: British

PERSONAL SUMMARY

A proven leader who has the passion and dedication needed to drive new business leads through the implementation of a fully integrated marketing strategy. Maxine is a highly successful Marketing Manager who has gone from strength to strength in her career. She is a very organised, and personable individual who shares a passion for innovation and who thrives when using the latest marketing techniques on highly creative projects. Right now she is keen to join a company where hard work, loyalty and results are recognised and appreciated.

WORK EXPERIENCE

Company name – Location

MARKETING MANAGER Jun 2013 – Present

Responsible for initiating a marketing strategy that embraces all aspects of digital, social and in-house PR to drive incoming leads to the business.

Duties:

- Keeping customers informed of new offers and updates to the company's products.
- Implementing multi-channel marketing campaigns.
- In charge of large, important and profitable accounts.
- Producing reports that give an insight into all aspects of the company's marketing performance.
- Ensuring that the team implements all Marketing initiatives on time and to budget.
- Managing and implementing the company's International marketing strategy.
- Advising work colleagues on marketing opportunities.
- Preparing detailed annual budgets and quarterly forecasts for all marketing activity.
- Creating product marketing plans based on market and competitor analysis.
- Co-ordinating customer and company promotional activity.
- Participating in company wide sales meetings.

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

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KEY SKILLS AND COMPETENCIES

- Developing solid business relationships with clients.
- Strong written, verbal, analytical and presentation skills.
- Flexible enough to handle last minute changes & adapt plans to the latest situations.
- Willing to travel nationally and internationally to meet clients.
- Ability to manage complex projects in a fast-paced environment.
- Previously worked with consumer durables, such as home appliances.

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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