

Karen Hardy

Marketing Manager

AREAS OF EXPERTISE

Establishing Contacts

Handling Sensitive Negotiations

Marketing Strategies

Business Development

Managing Key Account Systems

Closing Deals

Online Marketing

Consultative Skills

Client Relationships

Public Relations

Financial Acumen

B2B Sales

PROFESSIONAL

Advanced First Aid

Chief Executive of a Environmental Charity (voluntary position)

Fluent in English, French, German

PERSONAL DETAILS

*Karen Hardy
Dayjob Ltd
The Big Peg
Birmingham
B18 6NF
T: 0044 121 638 0026
M: 0870 061 0121
E: info@dayjob.com*

Nationality: British

PERSONAL SUMMARY

A straight talking marketing professional who has a confident attitude and is passionate about playing a pivotal role in any business. Karen is educated to degree level, and has superb verbal and written communication skills. As a results driven individual she is able to work effectively in large multinational and matrix organisations. Her key strengths lie in lead generation, marketing support, proposition development and corporate communications. She is a true marketing professional with a passion for business development which can transform and improve existing operations. She is now looking for a role that offers room for creativity and the chance to join a growing & successful team.

SALES ACHIEVEMENTS & CAREER HISTORY

Financial Services Company – Birmingham, UK

MARKETING MANAGER Jan 2012 – Present

Sales Target: \$3 M - Sales Achieved: \$3.2 M

Working from the head office and primarily responsible for maximising profits and brand values. Also actively involved in listening to & communicating effectively with customers & ensuring that projects are completed on time and within budget.

Duties:

- Establishing a centralised archive of marketing material, as well as sales pitches and presentations.
- Managing all records of meetings and conversations with customers.
- Assisting in the creation of in-depth written reports for senior management.
- Working closely with the Competitive Intelligence team to make sure that all key staff are kept as informed as possible.
- Conducting product demonstrations and sales presentations for consumers.
- Responding to supervisor requests for advice and guidance in a timely fashion.

Insurance Sales Group – West Bromwich, UK

ASSISTANT MARETING MANAGER Jan 2011 – Dec 2011

Sales Target: \$2.5 M - Sales Achieved: \$3.1 M

Hotels & Resorts Group – Coventry, UK

BUSINESS DEVELOPMENT MANAGER Mar 2010 – Jan 2011

Sales Target: \$1.6 M - Sales Achieved: \$2.2 M

KEY COMPETENCIES AND SKILLS

Marketing

- Competent diplomat with high social awareness and emotional intelligence.
- Ability to influence and set company marketing policy and plans.
- Creating engaging marketing content across multiple platforms.
- Striving continually to meet sales goals and all program objectives.
- Ability to bring a business orientation to technically oriented teams.

ACADEMIC QUALIFICATIONS

Central Coventry University, West Midlands 2002 - 2005
BA (Hons) – Sales & Marketing

North Birmingham College, West Midlands 2001 - 2002
Diploma in Hotel Management

NEBOSH Health and safety general certificate

REFERENCES – Available on request.



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