

Maxine Curry

Marketing Specialist

AREAS OF EXPERTISE

Identifying buying patterns

Marketing spend

Marketing plans

Cold calling

Negotiating

Mentoring junior staff

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

Maxine has an agile mind that will not only support a business but drive it. She is a powerful communicator, someone with the confidence to challenge, and the credibility to influence senior stakeholders across a company. Possessing a team-player mentality means that she is willing to roll up her sleeves and do whatever it takes to drive profitability. Right now she is looking for a suitable position with a company that will not only provide her with a supportive team environment, but where she will also be surrounded by experts who will help her to achieve her goals.

WORK EXPERIENCE

Company name – Location

MARKETING SPECIALIST Jun 2013 – Present

Responsible for making sure that any marketing or sales strategies that are used, deliver the results they were intended to generate.

Duties:

- Identifying new business opportunities from existing campaigns.
- Running the company's PPC account on a day to day basis.
- Ensuring that all marketing plans are delivered to brand standards, budgets and time.
- Identifying opportunities to improve processes.
- Updating content on the company's websites, blogs and social media.
- Creating, proof-reading and testing email campaigns.
- Managing and optimising affiliate campaigns.
- Reporting on SEO keyword performance.
- Using a variety of unique marketing ploys to engage clients with.
- Using Microsoft Office packages to put together reports and presentations for senior managers.
- Working alongside other marketing teams to harmonise strategies.

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

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

KEY SKILLS AND COMPETENCIES

- Knowledge of PPC, SEO, google analytics and email marketing systems.
- Can quickly change to meet a business's changing needs.
- Excellent organizational and interpersonal skills.
- Good understanding of online and offline Communications.
- Ability to work autonomously with minimal supervision and to interact at all organizational levels.

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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