

Gary White

Marketing assistant

AREAS OF EXPERTISE

Market research

Direct marketing

Lead generation

Competitor analysis

Sales/ promotional material

Event coordination

Writing press releases

Online marketing

Copy writing

PROFESSIONAL

*NVQ in Marketing
(City & Guilds)*

PERSONAL SKILLS

Resilience

Hands on attitude

PERSONAL DETAILS

*Gary White
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Coventry
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DOB: 12/09/1985

Driving license: Yes

Nationality: British

PERSONAL SUMMARY

A confident, honest and hardworking individual with extensive knowledge of supporting a sales team in all areas of a companies marketing strategy. Possessing effective organisational skills and proficiency with administration and practical tasks, including planning market research, organising the distribution of literature to helping to put on an event. A quick learner who can absorb new ideas and can communicate clearly and effectively with work colleagues, clients and senior managers.

Now looking for a suitable marketing assistant position with an ambitious company.

WORK EXPERIENCE

Manufacturing Company – Coventry

MARKETING ASSISTANT June 2008 - Present

Supporting the sales process by being involved in the day to day activities of the marketing department and by providing an invaluable support service to the sales and marketing team.

Duties:

- Support the company in the implementation of it's marketing campaigns.
- Producing & analysing sales figures, then reporting them to marketing managers.
- Proof reading for all marketing material, both print and online.
- Writing marketing emails & then sending them to customers & sales prospects.
- Assisting the marketing team with day to day administration duties.
- Responsible for maintaining & updating the companies website & social media.
- Coordinating telemarketing activity.
- Managing & maintaining product & data information within company systems.
- Assisting in organising promotional events.
- Liaising on a daily basis with clients , customers and suppliers.
- Involved in drafting PowerPoint and Word pitches.
- Attending networking events & promoting the company.
- Booking advertisement space with local newspapers.
- Liaising on a daily basis with clients , customers and suppliers.
- Involved in organising planning and controlling exhibitions.
- Working with the sales team to maintain and update pricing / listing details.
- Involved in producing and publishing online marketing material.
- Helping to run mailshot campaigns.

KEY SKILLS AND COMPETENCIES

- Proactive, determined and able to work across all functions.
- Numerically astute and comfortable with undertaking financial analysis.
- Ability to be creative and to show initiative.

ACADEMIC QUALIFICATIONS

BA (Hons) Marketing

Nuneaton University 2005 - 2008

A levels: Maths (A) English (B) Technology (B) Science (C)

Coventry Central College 2003 - 2005

REFERENCES – Available on request.

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