

Gary White

Marketing executive

AREAS OF EXPERTISE

Local marketing

Business development

In store event management

Campaign management

E-mail marketing

Press releases

Customer retention

Telessales

PROFESSIONAL

First Aid Certified

ECDL

PERSONAL SKILLS

Initiative

Building relationships

Creative thinking

PERSONAL DETAILS

Gary White
34 Made Up Road
Coventry
CV66 7RF

T: 02476 000 0000

M: 0887 222 9999

E: gary.w@dayjob.co.uk

DOB: 12/09/1985

Driving license: Yes

Nationality: British

PERSONAL SUMMARY

A highly efficient, results driven and capable marketing executive with a proven ability to effectively develop, manage and control relationships between the company and its target audience. Having a proven track record of quickly understanding a marketing campaigns mission, vision and objective and then communicating this to potential customers. Enjoying challenging briefs & able to work to an excellent standard under considerable pressure whilst presenting a positive image to clients & colleagues.

Now looking for a suitable sales position with a ambitious & exciting company.

WORK EXPERIENCE

Kitchen Suppliers – Coventry

MARKETING EXECUTIVE June 2008 - Present

Working as part of a busy sales team involved in annual & quarterly tactical planning, scheduling & also delivery across multiple media. Responsible for ensuring that promotional activity is targeted, effective in attracting potential customers.

Duties:

- Planning & implementing marketing activities across all online & offline channels.
- Setting up new marketing strategies.
- Generating sales leads.
- Managing customer relationships.
- Logging and progressing all new leads / potential sales enquiries.
- Writing new marketing material & website content.
- Assisting with campaign building, press releasing & promotional copy production.
- Making sales calls and handling enquiries from potential customers.
- Involved in the online, web and email marketing campaigns.
- Analyse and produce reports on data provided by customers.
- Campaign tracking, measurement, evaluation and reporting on all activity.
- Co-ordinating company representation at relevant conferences and exhibitions.
- Monitoring and optimising key internet search engine campaigns.
- Liaising with strategic partners, internal stakeholders and key customers.

KEY SKILLS AND COMPETENCIES

- Experience in being involved in multiple marketing campaigns in parallel.
- Thorough understanding of promotional and advertising activity.
- Ability to work to tight deadlines and multi-task.
- Good understanding of methods to assess marketing ROI.
- Ability to work in a fast paced and evolving sales environment.
- Ability to troubleshoot independently.
- Experience of CRM such as Goldmine.

ACADEMIC QUALIFICATIONS

BSc (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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