

Marketing & Communications

EXAMPLE 1

PROFILE

A capable and motivated individual with a professional background in sales, marketing and client relations underpinned by a Masters in Management and Bachelor in Computing. My corporate experience has provided me with a ground-up understanding of both B2C and B2B sales and marketing strategies (across the Telecommunications and Education sectors). This includes the success factors of various channels to market as well as the ability to articulate, build, execute and review marketing campaigns and their objectives to my client base.

CAREER OBJECTIVE

I am seeking a position as a Marketing or Business Development professional with a medium to large organisation which will utilise my ability to develop and implement successful marketing campaigns and initiatives to support and achieve organisational goals.

SKILLS & ATTRIBUTES

- Proven ability to understand business objectives and track business performance to identify opportunities and proactively drive improvement activities
- Demonstrated strength in developing and implementing customer management strategies aimed at acquisition, retention and cross selling
- Recognised aptitude to understand complex problems, develop strategies, evaluate potential solutions and deliver implementation plans
- Proven track record in planning, developing and project managing the delivery of marketing activities in order to achieve acquisition and retention targets
- Efficient at closing the loop utilising post implementation reviews to inform and continually improve the structure of further marketing campaigns
- Market analysis, positioning, brand management and market segmentation
- Developing and managing entire marketing and media mix including communications, customer relationship driven marketing campaigns, promotions, events and effective value propositions
- Highly adept at conveying the message and gaining stakeholder 'buy in' through development of targeted business and marketing plans, campaign plans, financial models and presentations
- Technologically savvy with a good understanding of social media management tools, email marketing platforms and marketing automation software
- Self-motivated with a strong work ethic and 'can do' attitude, I bring abundant drive, commitment and energy to all tasks

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EXAMPLE 2

PROFILE

Following studies in Public Relations, Fashion and Musical Theatre, my working life over 13 years has spanned two very different industry sectors, health and fashion. My marketing and communications principles have been easily adapted across both. Throughout my career I have employed conventional marketing practices while exploring new alternatives utilising developing technologies where applicable. My success has been built on hard work, creativity, loyalty and always taking a positive approach.

SKILLS & CAPABILITIES

Marketing, Sales and Public Relations

- Wide ranging marketing abilities always with a focus on the stakeholder and organisation requirements
- Developing strategic marketing plans and delivering against the actions identified
- Knowledgeable in all forms of media especially social media
- Skilled retailer with experience managing a fashion retail outlet requiring selling, visual merchandising, ranging, buying, staff rostering and financial management
- Proficient in a wide array of IT applications including both PC and Mac systems, Microsoft Office suite, Adobe Photoshop, a range of web browsers and several other programs

Communication and Stakeholder Management

- Excellent verbal talents including the presentation of marketing strategies to small and large groups, public speaking and representing organisations at public events
- Exceptional written communication abilities including magazine articles, newsletters, speech writing, blog posts and media releases
- Demonstrated ability to successfully develop and maintain strong relationships with a wide variety of stakeholders
- Ability to liaise with all levels of staff including engagement with the CEO

Event Management

- Highly successful in the research and development of program launches, fundraising, and awards functions
- Excellent event manager with highly developed expertise in event planning, volunteer and staff management while maintaining close supervision over associated budgets

Interpersonal

- Self-motivated and able to encourage teams to meet defined goals on time and budget
- Excellent attention to detail, confident negotiator, quick thinker and supporter of a positive culture
- Organised, adaptable and capable of working in a team or independently as required

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EXAMPLE 3

CAREER OBJECTIVE

I am seeking to continue my career in the **Sponsorship, Partnerships, Corporate Social Responsibility and Events** fields, with an organisation committed to providing high service standards and delivering its corporate objectives in an ethical and sustainable manner. Ideally such a role will be available on a part time basis.

SKILLS & CAPABILITIES

- Excellent interpersonal attributes, together with written and verbal communication of the highest order, enabling me to engage effectively with all stakeholders
- Successfully liaise and negotiate with staff at all levels and maintain good working relationships
- Proven ability to work efficiently and cohesively in a team environment
- Well experienced in leading, mentoring and inspiring people under my management / guidance
- Demonstrated ability to prioritise, implement, coordinate and report efficiently on operational and financial aspects of projects
- Readily understand complex situations / requirements and effectively carry out instructions
- An innovative and creative approach, to ensure optimum outcomes are achieved most productively
- Demonstrated success in delivering professional events to multiple target groups
- Well-developed capacity to plan, prioritise and set timelines, matched with the discipline to meet desired outcomes
- Abundant initiative to overcome day to day problems, and the art of punctuality
- Enthusiastic, hard-working, passionate and positive
- High level of computer literacy including:
 - Proficient in the use of MS Office Suite and Windows XP
 - Creative programs such as ADOBE Pagemaker, ADOBE InDesign, ADOBE Photoshop and Campaign Master
 - Well versed in Internet research and social media
 - Confident and experienced in using a variety of databases such as MS Access, RazorsEdge, Maximizer, and CRM

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EXAMPLE 4

PROFILE/CAREER OBJECTIVE

I am a passionate Marketing & Sales Director with more than 20 years' local and international experience in leading teams with focus on strategy, brand development and customer engagement. Over my career, I have been helping B2B multinational organizations in identifying and promoting innovation to stimulate profitable and sustainable long-term growth. An open-minded, coaching and "buy-in" business leader with strong focus on proactivity, accountability, and profitability. My industry expertise is in the facility management, professional cleaning and services, household goods, hospitality, and medical devices.

Currently seeking a role as a General Manager ideally with an organization in the professional cleaning and facility management industry. Alternatively, it may be a Senior Commercial position, leading into a C-level role, that will enable me to fully utilize my strong leadership, marketing, and strategic thinking skills.

SKILLS & ATTRIBUTES

Management & Leadership

- Leading and managing projects to achieve business outcomes
- Passionate, creative, innovation-oriented thinker who enables organizations to unlock new possibilities and opportunities to drive growth
- Key member of the leadership team
- Keen advocate of operational excellence and long-term corporate sustainability
- Influencing and managing organizational change through a structured approach
- Managing individuals and teams through sound recruitment, personal development, mentoring, delegation, team building and motivation
- Empowering and engaging leadership style that enables people to achieve their full potential
- Inspiring, building vision and confidence within my team

Marketing & Strategy

- Experienced in marketing and strategic planning, brand management, positioning, and market analysis
- Proven ability to build commercial success and brand equity
- Leading New Product Development (NPD) process, including planning, developing, and prioritizing marketing activities to achieve business targets
- Strong focus on delivering excellent customer experience
- Planning, implementing and managing international projects
- Forming a vision around set of ideas and motivating people to turn those ideas into reality
- Technologically savvy with good knowledge of CRM solutions and social media management

Financial & Commercial Acumen

- Short and long-term strategic business planning
- Strong financial and commercial acumen, including analysis and reporting
- Budgeting, forecasting, full P&L reporting and performance measuring
- Implementing clear and simplified steps/procedures with focus on stakeholders

Communication & Interpersonal

- Clear and concise verbal and written communication to Board level
- Extensive experience in facilitating and running workshops and training programs
- Self-motivated, positive, proactive, and grounded approach
- International business liaison enhancing teamwork and collaboration to achieve common goals
- A reputation for professional work ethic, integrity, and confidentiality

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EXAMPLE 5

PROFILE

With nearly 20 years' experience across all aspects of marketing, I am a brand, campaign, digital and events senior manager who is passionate about connecting people with the products and services they need. I love to execute aligned and consistent marketing and brand strategies that produce real results.

I enjoy collaborating with my team, setting and achieving goals, liaising with my peers and stakeholders which I find both exhilarating and satisfying.

CAREER OBJECTIVE

I'm looking for a Senior Marketing Management role focusing on strategy, branding and campaigns, working with other marketing and communications practitioners who are excited about the vision for their organisation. Sectors of interest include health, aged care, education, sport, hospitality and tourism.

SKILLS & ATTRIBUTES

- Marketing, communications and brand strategy development and implementation planning
- Leading the development and implementation of integrated brand and targeted marketing strategies to deliver measurable outcomes, using the full media mix, including digital/social and direct channels
- Highly experienced B2B & B2C marketer in ATL, BTL and Through-the-Line integrated campaigns
- Overseeing integrated and engaging customer experiences, online and offline, including on websites, through events and in public relations
- Implementation and analysis of measurement frameworks and testing mechanisms to deliver actionable insights and improved outcomes with reduced budgets
- Analysis and interpretation of multiple sources of data and feedback to diagnose areas for innovation
- Empathetic and empowering leader, manager and developer of teams to ensure activities are aligned and performance is increased
- Extensive media, creative, design and print agency engagement and management experience
- Displaying a warm and open personality and an ability to draw out many different points of view, I thrive on cross functional collaboration and problem solving
- Strong written and verbal communication with the ability to deliver persuasive key messages to audiences, executive and staff
- Experienced stakeholder management to achieve buy-in, support and engagement