

Christine Petty

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## Professional Summary

Intuitive Marketing Executive adept at increasing revenue and profits through diligent research and efficient resource allocation. Especially skilled at maximizing profits while working within a limited marketing budget. Specialize in identifying client needs and offering practical short-term and long-term solutions.

## Core Qualifications

- Profound ability to design sales promotions and provide retail support
- Strong ability to develop cross-category solutions spanning multiple platforms
- Adept at identifying consumer expectations and developing strategies accordingly
- Proficient in the use of MS Office Suite applications and marketing software
- Ability to work within tight deadlines
- Solid team leadership abilities
- Comprehensive communications skills

## Experience

**Marketing Executive 4/1/2008 – 10/1/2011**

**ABC Advertising and Marketing Inc.**

**New Parkland, CA**

- Identified ways to increase sales of client products and services.
- Worked with clients to determine realistic marketing budgets.
- Managed customer relations efforts for each client.
- Identified traditional online and social advertising and marketing opportunities.
- Developed and implemented strategic marketing plans and tracked results.
- Revised consumer communications techniques to boost client revenues.

**Marketing Executive 10/1/2011 – 3/1/2013**

**Marketing Solutions of New Parkland**

**New Parkland, CA**

- Developed brand awareness and marketing strategies.
- Prepared market analysis reports for each project.
- Developed and implemented product placement strategies.
- Arranged for the efficient distribution of marketing materials.
- Consulted with marketing staff on strategic planning efforts.

**Marketing Executive 3/1/2013 – Present**

**Smith & Jones Marketing Firm**

**New Parkland, CA**

- Maintained close client communications while clearly defining marketing objectives.
- Provided support to the marketing manager and other key team players.

- Held regular staff meetings to track progress of all ongoing campaigns.
- Devised effective ways to increase client sales.
- Assembled marketing teams for each project.
- Responded to client inquiries.

#### Education

#### **Bachelor of Science – Marketing**

**2008**

University of California

New Parkland, CA