

LEVER BRUCE

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OBJECTIVE: To obtain a Marketing Assistant position at XYZ organization utilizing inborn talent in marketing and ability to manage marketing plans.

SUMMARY OF QUALIFICATIONS

- 5+ years' experience in the field of sales and marketing
- Demonstrated willingness to work with complex inter-departmental teams for brand promotions and developing marketing plans
- Hands on experience in working with agencies, marketing colleagues and compliance personnel to ensure timely and effective processing of financial promotions
- Sound understanding of marketing principles

SPECIAL SKILLS

Communication

- Great with people utilizing effective communication skills (written and verbal)
- Able to interact with other departments diplomatically

Computer

- Proficient in Microsoft Office, graphic design software (Photoshop, Illustrator, InDesign, Corel)

Interpersonal

- Highly capable of managing multiple projects simultaneously
- Understand company policies and can effectively ensure brand compliance
- Exceptional research & organizational skills
- Enthusiastic, hard-working, with a capacity to learn fast
- A detail oriented person

Leadership

- Effective project management skills
- Ready to contribute strategic planning by managers
- Willing and able to effectively cross-train as needed

KEY ACHIEVEMENTS

- Working as a team for a promotional project got awarded as 'Best Marketing Team' at AON
- Attained Business Idea Competition at university sponsored by Lever Brothers

EMPLOYMENT HISTORY

99¢ Only Stores Commerce – California, US 01/2011 – 11/2012

Marketing Assistant

- Assisted the marketing manager and the marketing team with all marketing activities
- Developed product descriptions
- Handled production of marketing materials and literature
- Coordinated the production of a wide range of marketing communications
- Provided support for marketing events and exhibition displays
- Wrote articles and designed promotional adverts
- Prepared marketing blogs and looked after social media marketing

- Uploaded product information to e-commerce websites
- Kept marketing department's documentation and databases up-to-date
- Validated product inventory and updated promotions
- Participated in weekly team meetings and other key meetings to gain exposure to the business
- Completed other projects as assigned

AON – Center Valley, PA | 10/2007 – 12/2010

Marketing Executive

- Defined marketing campaign objectives and KPIs
- Prepared campaign briefs for agencies and coordinated event management
- Wrote and proof read marketing messages and collaterals including advertising, web content, blogs, etc.
- Assisted database management for campaign activity
- Implemented email marketing campaigns using in house tool
- Provide regular updates on marketing effectiveness and ROMI
- Assisted in Financial Promotions Administration

EDUCATION

University of Pennsylvania (Wharton) – Philadelphia, PA | 2007
Bachelors in Marketing

- Major: Branding
- CGPA 3.82