
Marcom Specialist Resume

Job Objective

Marcom Specialist seeking position with a well-established organization where my experience can be used for the well-being of the company

Highlights of Qualifications:

- Hands on experience in developing strategic plans and associated marketing campaigns
 - Outstanding knowledge of campaign measurement and associated nurturing techniques
 - Operational knowledge of Microsoft Office tools
 - Immense ability to interpret technical concepts
 - Exceptional ability to plan and manage projects without supervision
 - Amazing communication skills in both oral and written forms
 - Skilled to work on MAC based applications
 - Proficient in web publishing applications
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Professional Experience:

Marcom Specialist
Forte' Talent Aquisition, Fort Walton Beach, FL
May 2006 – Present

- Prepared all channel communication and edited it if required for company products.
- Assisted in generating sales leads and developed marketing collateral for generation of sales leads.
- Designed e-marketing campaigns and implemented same for various pay per clicks and emails.
- Analyzed all campaigns and developed required metrics.
- Managed all communication for ongoing projects for organization.
- Coordinated with agencies and prepared briefings for projects.

Marcom Specialist
Marvell, Fort Walton Beach, FL
March 2003 – April 2006

- Developed professional relationships with internal clients and product managers and prepared all communication related materials.
 - Assisted Director of Corporate Communication and implemented all communication programs.
 - Coordinated with internal clients and developed various marketing programs.
 - Administered efficient work of PR team and ensured coverage on various forms of media.
 - Prepared and implemented social media strategy.
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Education:

Bachelor's Degree in Journalism & Moss Communication
Fordham University, Bronx, NY

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