
Marketing Communications Specialist Resume

Job Objective

Seeking a position as Marketing Communications Specialist in which my abilities and experience can aid in the growth of the company

Highlights of Qualifications:

- Admirable experience in working in a advertising agency, managing marketing campaigns for consumers and writing and editing marketing programs
 - Exceptional knowledge of marketing communications
 - Deep knowledge of production process and international markets
 - Immense ability to manage multiple projects and work according to deadlines
 - Outstanding ability to work effectively with team members
 - Excellent skills to identify and resolve problems
 - Amazing communication skills in both oral and written forms
 - Proficient in working on Microsoft applications
 - Solid understanding of managing all business related communication
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Professional Experience:

Marketing Communications Specialist
Cox Communications, Clemson, SC
May 2006 – Present

- Coordinated with internal marketing team and implemented all international product launches and related campaigns.
- Managed all launch activities and developed product briefs to ensure compliance to budget.
- Ensured compliance to all brand identity standards.
- Administered marketing routing process and evaluated process.
- Developed tools to enable communication with sales team and customers.
- Maintained communication deliverables, drafted it and edited it as per requirement.
- Established good relations with freelancers and external agencies to ensure timely delivery of project.
- Gathered feedback and analyzed effect of communication.

Marketing Communications Specialist
Terumo Cardiovascular Systems Corporation, Clemson, SC
March 2003 – April 2006

- Managed all project activities such as exhibits and tools shows.
 - Developed public relations activities for all new releases in various media.
 - Coordinated with marketing director and development annual advertisement placement strategy.
 - Prepared advertising plan according to budget.
 - Designed measurable metrics and evaluated IMC program.
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Education:

Bachelor's Degree in Marketing
James Madison University, Harrisonburg, VA

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