
Marketing Strategist Resume

Job Objective

Talented and dedicated Marketing Strategist seeking employment in a growth oriented organization.

Highlights of Qualifications:

- Strong experience in managing marketing strategy
 - Exceptional knowledge of marketing research activities
 - Profound knowledge of consumer marketing
 - Familiarity with financial markets, economic indicators and asset classes
 - Ability to interpret marketing strategies to clients
 - Ability to adapt to changing business and technology requirements
 - Ability to develop budgets and schedules for marketing programs
 - Exceptional strategic planning and presentation skills
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Professional Experience:

Marketing Strategist

Blue Fountain Media, New York, NY

August 2007 – Present

- Provided marketing guidance to achieve business goals.
- Assisted in planning and coordinating marketing campaigns.
- Evaluated campaign results against business objectives.
- Recommended product updates to meet specific client needs.
- Identified new business opportunities to meet revenue goals.
- Maintained positive and productive relationships with clients.
- Coordinated with marketing and media team to oversee product outreach activities.

Marketing Strategist

Horizon Marketing Group, New York, NY

May 2004 – July 2007

- Developed innovative strategies to support global marketing platform.
 - Coordinated with senior management to prepare annual marketing plan.
 - Updated marketing plan according to changes in business requirements.
 - Worked effectively with design, production, social media and public relations team.
 - Maintained sales driving programs.
 - Prepared RFPs and SOWs for assigned projects.
 - Reviewed and recommended improvements for marketing programs.
 - Monitored project costs and processed invoices.
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Education:

Bachelor's Degree in Marketing

Sarah Lawrence College, Bronxville, NY

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