
Promotions Specialist Resume

Job Objective

To expand experience in the field and help better the company as a whole by using my years of experience and attained skills as Promotions Specialist.

Highlights of Qualifications:

- Admirable experience of managing work on various social media platforms
 - Exceptional knowledge of interpreting general business periodicals
 - Operational knowledge of project development and management
 - Immense ability to develop all kinds of business correspondence and prepared procedure manuals.
 - Outstanding ability to resolve standardized issues
 - Excellent communication skills in both oral and written forms
 - Skilled to multitask and prepare strategies
 - Proficient in maintaining good relations with electronic media
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Professional Experience:

Promotions Specialist
Electric Artists, Gulfport, MS
May 2006 – Present

- Developed various programs for online promotions and maintained client visibility
- Managed efficient working of projects and ensured effective implementation of PR and marketing plans.
- Designed various press materials for pitches and associated promotional.
- Prepared various concepts for digital applications and online games and products.
- Coordinated with account strategists and ensured achievement of all promotional objectives.
- Assisted in developing various business projects and prepared various case studies.
- Monitored efficient working of multiple clients and measured effectiveness of programs.
- Designed content and provided regular updates for social media clients.

Promotions Specialist
Sony Electronics, Gulfport, MS
March 2003 – April 2006

- Prepared a marketing communication plan and ensured achievement of all objectives and goals.
 - Coordinated with various marketing teams and prepared specific promotion plans.
 - Analyzed various competitive activities within a channel.
 - Assisted in performing research for various marketing investment plans.
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Education:

Bachelor's Degree in Marketing
Saint John's Seminary College, Camarillo, CA

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