
Trade Marketing Specialist Resume

Job Objective

After years of experience, seeking work as a Trade Marketing Specialist within a qualified and stable company.

Highlights of Qualifications:

- Huge experience in marketing communications, CRM and digital media
 - Proficient with contact management software, database management, page layout software and Microsoft Office
 - Ability to influence change within the organization
 - Ability to work in a fast-paced environment
 - Ability to plan ahead, handle multiple projects, set priorities and drive results
 - Excellent written and oral communication skills
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Professional Experience:

Trade Marketing Specialist
Daisy Brand, Gardena, CA
May 2006 – Present

- Was responsible for planning, ordering, storing and delivering of point of sales materials.
- Collaborated with the sales team to develop tailor-made plans by channel.
- Managed all in-store activities.
- Executed profitable loyalty program activities.
- Collaborated with Sales team to recognize local promotional campaigns.
- Created offers to trade partners.

Trade Marketing Specialist
ANR Unlimited, Gardena, CA
March 2003 – April 2006

- Monitored shipment and retail sales data plus competitive trade activity.
 - Contributed towards the work by collaborating with the marketing and sales team.
 - Created sales materials.
 - Evaluated the performance of products displayed on store shelves.
 - Enhanced product assortment and placement for maximized sales.
 - Distributed point-of-sale material to the sales team.
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Education:

Bachelor's Degree in Marketing
Florida Southern College, Lakeland, FL

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