

JACK SPARETIME

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I always use the knowledge of consumer habits, industry competitors and industry trends to aid the creation of marketing campaigns. I'm interested in learning and training to enhance the skills in areas like content creation, marketing analytics or SEO tactics. I value the ideas of others and enjoy working as part of a team to accomplish tasks. I also work with a creative mindset to develop unique marketing strategies or campaign themes.

EXPERIENCE

OCT 2019 – OCT 2020

MARKETING COORDINATOR, HOLIDAY PARADISO HOTEL

I am responsible to oversee a company's social media accounts or use the skills to create content like articles, blog posts, logos or infographics and work with other members of a sales or marketing team to plan, execute and monitor a successful marketing campaign.

- Create editorial and content creation calendars for various media platforms and outlets
- Produce a brand style guide that best captures the company or client's voice and mission
- Allocate and monitor the budget of each project
- Meet with clients to discuss brand guidelines, goals, budget and timelines
- Conduct market research to determine a target audience's habits, interests and other relevant factors used in creating targeted marketing campaigns
- Research previous successful campaigns to understand what worked, what didn't and what can be improved
- Review the progress and success of a campaign, make adjustments or pitch ideas for new campaigns as necessary

SEP 2018 – SEP 2019

SALES COORDINATOR, SAI TELECOM

I was responsible for coordinating and overseeing the flow of a company's services or products to consumers.

- Actively seek out new sales opportunities through cold calling, networking and social media
- Enter order information into the company database
- Answer client questions regarding their account or sales products
- Working with staff members from other departments such as marketing, research/design and financing to optimize sales
- Collaborate with sales executive to negotiate with the clients
- Input sales orders and make sure each order is processed and delivered to clients
- Participate on behalf of the company in exhibitions or conferences
- Maintain supplies of sales presentation materials, including slides and brochures

SKILLS AND QUALIFICATIONS

- Proficiency in English
- Effective writing, speaking, presenting and active listening skills
- Good interpersonal skills
- Familiarity with content management systems
- Data analysis, critical thinking, problem-solving and decision-making
- Creativity, adaptability and familiar with current marketing trends
- Great organization, time management and prioritization abilities
- Comfortable in high-pressure and fast-paced environments

EDUCATION

AUG 2014 – AUG 2018

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING DEGREE,
FACULTY OF BUSINESS AND MARKETING, COLUMBIA BUSINESS UNIVERSITY
USA

- Digital Marketing and Integrated Marketing Communications Major
- GPA 3.90

TRAINING AND CERTIFICATES

- Specific training in consumer shopping habits
- Leadership skills
- Management and marketing strategies
- Certified Sales Executive (CSE)
- Digital Marketing and Global Marketing Conference
- Six months internship in Sales and Marketing in Vacation Yacht Resort
- Staff of the month in December 2019

REFERENCE

- Mr. Michael Jacksparrow, Marketing Manager, HOLIDAY PARADISO HOTEL
- Mr. Timothe Derulo, Sales Director, SAI TELECOM