

Lauren Riggs

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Marketing Coordinator

Experienced marketing specialist with success coordinating highly effective marketing plans, activities, and communication initiatives that increase sales and brand awareness.

- **Skilled presenter and project manager** adept at cross-functional communication. Manage broad variety of projects, applying excellent project management and multitasking skills.
- **Coordinate successful product launches**, maintaining brand image, attention to detail, and all deadlines in fast-paced environment. Combine analytical, critical thinking, interpersonal, and leadership skills with creative talent.
- **Develop concepts into strong visual presentations** that maximize strategic communications and sales effectiveness. Create content for advertising, public relations, promotional materials, and online product line branding.
- **Bilingual: Spanish/English.**

Core Competencies:
Market Research & Analysis
Promotional Materials
Consumer Insight
Competitive Analysis
Brand Management
Category Trends
Budget Forecasting
Strategic Planning
Product Positioning

PROFESSIONAL EXPERIENCE

Marketing Coordinator—ABC COMPANY, City, ST 2013 – Present

- **Coordinate the development, implementation, and execution of all aspects of marketing plans**, activities, and communication initiatives for hydrotherapy line.
- **Develop creative direction for all marketing and advertising materials**, including brochures, catalogs, e-mails, web content, and other collateral. Maintain consistent brand image, product positioning, and messages throughout communications, promotions, and events.
- **Implemented online portal for corporate product line** through large department store website after identifying substantial marketing opportunity—*significantly increasing store sales to a \$3-million account*. Created and managed system for uploading product line, approving changes, and ensuring up-to-date content.
- **Oversee product launches**, promote new products online, create marketing literature, and develop advertising resources. Conduct competitive analysis to research brand share, growth opportunities, and current market trends.
- **Manage corporate literature website and online sales portal**. Oversee consumer insight and customer relations. Organize all aspects of tradeshow for hydrotherapy line, ensuring compliance with brand standards.
- **Prepare and present budget forecasting reports** and provide recommendations to senior management. Collaborate with executives, marketing manager, and sales team to achieve cross-functional goals. Establish and manage relationships with key clients, vendors, and community partners.
- **Write media advisories for event announcements** and public relations efforts. Review and edit blog posts to guarantee high-quality content. Work with ad agency regarding product branding, sales forecasting, and promotional materials. Proof and approve production and printing drafts of promotional materials.

Technology Administrator—EDUCATION INSTITUTION, City, ST 2007 – 2012

- Managed daily operations of school computer lab. Led technology training for students. Approved technology purchases for teachers. Worked with administration and teachers to create technology lesson plans for students.

EDUCATION

Bachelor of Science in Marketing

UNIVERSITY; City, ST; 2007

Courses included: Consumer Behavior, Marketing Research, International Marketing, and Global Strategic Planning