

# Lauren Riggs

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## Marketing Coordinator

**E**xperienced 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*