

Maxine Curry

Marketing Assistant

AREAS OF EXPERTISE

Presentation development
Corporate branding
Marketing meetings
E-marketing
Digital marketing
Customer demographics

PROFESSIONAL

Spanish speaker
Qualified First Aider

PERSONAL SKILLS

Hard working
Committed
Focused
Hard working

CONTACT

Maxine Curry
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Driving license: Yes
Nationality: British

PERSONAL SUMMARY

An energetic self-starter with a keen interest in marketing and a strong desire to learn as much as possible about sales. Maxine is able to develop audiences across a wide variety of target groups. She possess a no-nonsense can-do attitude to her duties and is willing to work long and flexible hours in order to meet her department's businesses objectives. Right now she would like to join a company that has exciting plans for the future and that can offer her a varied, challenging and rewarding position.

WORK EXPERIENCE

Company name – Location

MARKETING ASSISTANT Jun 2013 – Present

Responsible for organising the company's diary, arranging meetings and answering telephone enquiries on behalf of Senior Directors and the Head of Marketing.

Duties:

- Assisting senior staff through research to come up with creative ideas.
- Identifying marketing events that the company should be involved in.
- Researching industry topics and related current news stories.
- Coordinating sales campaigns with marketing agencies.
- Writing up and delivering communications and key messages to staff, stakeholders and partners.
- Writing content for the company's website and social media platforms such as Facebook, Twitter, Instagram, Pinterest and YouTube.
- Assisting with the events on the marketing calendar.
- Building relationships with clients, suppliers and the media.
- Monitoring marketing trends in social media.
- Taking ownership of customer enquiries and bringing them to a swift resolution.
- Contributing to weekly team meetings, staff appraisals and business plans.

Company name - Location

JOB TITLE Employment dates (i.e. Aug 2011 – Jun 2013)

KEY SKILLS AND COMPETENCIES

- A clear strategic thinker who has a natural flare for coming up with new ideas.
- Experience of PA work and office administration at all levels.
- An excellent working knowledge of digital and social media.
- Excellent interpersonal, verbal and written communication skills.
- A good team player with the ability to work on own initiative.
- Not afraid to try out new strategies and ways of working.
- Able to manage multiple priorities within specified time frames.

ACADEMIC QUALIFICATIONS

Nuneaton University **2008 - 2011**
BSc (Hons) Sales Management

Coventry Central College **2005 - 2008**
A levels:
Maths (A) English (B) Technology (B) Science (C)

REFERENCES – Available on request.



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